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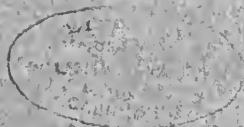
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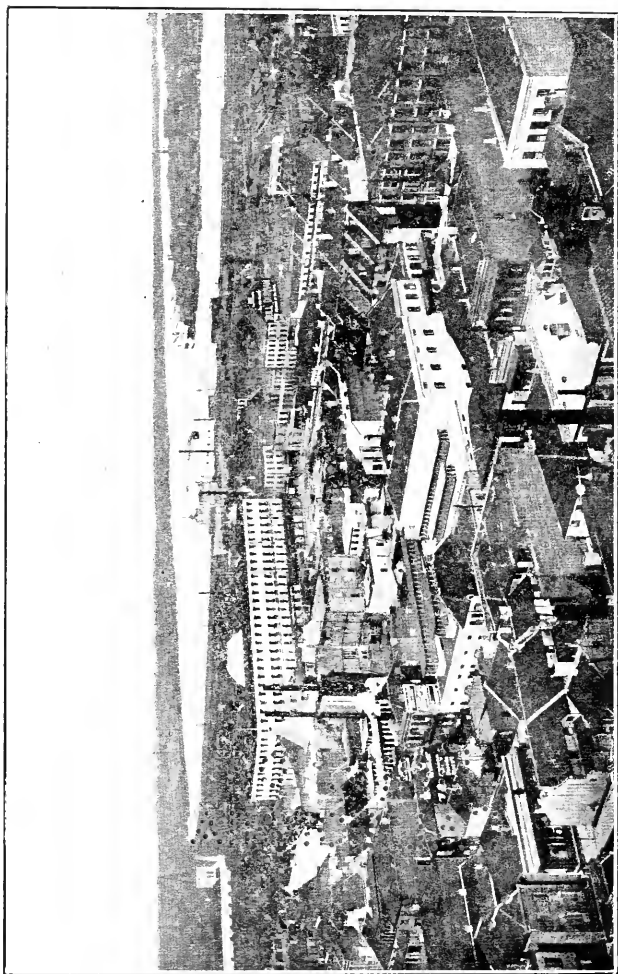
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# NEW ORLEANS



**WHAT TO SEE  
HOW TO SEE IT**



THE "CRESCENT" CITY.

# NEW ORLEANS.



NEW ORLEANS, the metropolis of the South and Mississippi Valley, and the WINTER CAPITAL OF AMERICA, is a city of 375,000 inhabitants, and was founded by Bienville, a French-Canadian, in 1718. It lies 110 miles from the mouths of the Mississippi River, and comprises the entire Parish of Orleans, with an area of 196 $\frac{1}{4}$  square miles. It has a harbor ranging in depth from over 200 to 35 feet; thirty miles of wharves, a part of which are covered by municipally-owned, modern steel sheds, and a public belt railroad, which, free of charge, transfers commodities to and from railroads. It is the largest coffee, banana, sugar, cotton, rice, sulphur and salt market in the United States, and, by reason of its geographical location, enjoys unusual rail and ocean transportation facilities. Its population is principally American, with a large number of French-speaking inhabitants—the Creoles of Louisiana, who live, for the most part, in that section lying below Canal street, known as the French, or Creole quarter.

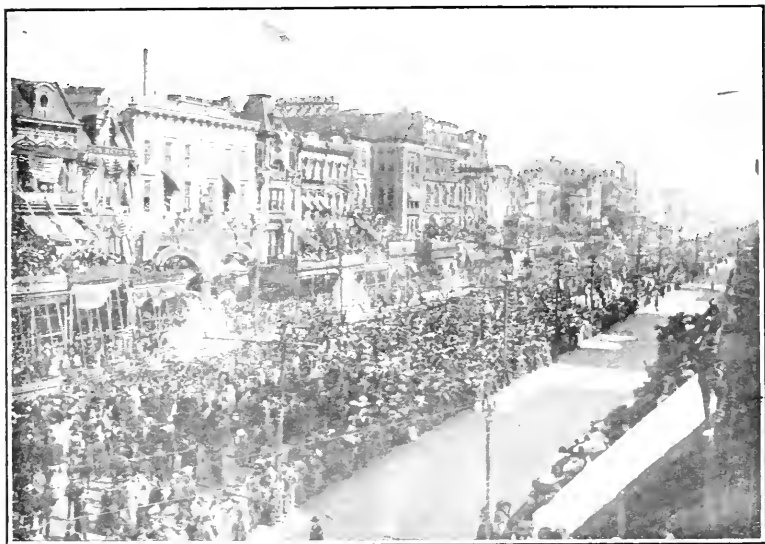
There are over fifty thousand miles of railways with terminals at New Orleans, with other lines under construction, and one of the largest car-repair plants in the United States is located here. The grain elevators at New Orleans are among the largest at any seaport, and the largest sugar refinery in the world costing \$4,000,000, has just been completed. Its street-railway system is one of the best in the United States, and practically universal transfers are given. Its hotels are modern and ample, and some \$4,000,000 have recently been spent on two new ones, now opened.

The proximity of New Orleans to numerous great natural products adds immensely to its prestige as a port and manufacturing center. The largest sulphur and salt mines in the world are less than 200 miles distant in Louisiana, and in the same section are located the immense sugar and rice plantations and the great oil fields. Only a short distance further, in Louisiana, are the greatest long-leaf yellow-pine forests now



THE LAKE IN CITY PARK.

267677



MARDI GRAS PARADE ON CANAL STREET.

remaining in America. At Bogalusa, in St. Tammany parish, north of New Orleans, is the largest and most modern saw mill in the world. Cotton is grown practically throughout the State.

The recent discovery of natural gas in Northwest Louisiana, near Shreveport, credited by government experts to be the largest proven field in America, gives additional potency for wealth and manufacturing development. This gas will be brought by pipe line to New Orleans, a distance of 352 miles. Other gas fields, only a few miles

distant, but as yet undeveloped, give promise of future great supplies. There are immense stores of lignite in Louisiana, while, iron, coal, marble and building stone are being developed and will ultimately be produced in commercial quantities.

Louisiana does not tax foreign capital invested in mortgage securities. Under these favorable conditions



FRENCH MARKET.





OLD CREOLE COURTYARD.

millions of dollars have sought tax-exempted investment in New Orleans and Louisiana.

The Panama Canal is 600 miles nearer New Orleans than to any other large seaport, and an ever-growing trade is being developed with Cuba, Mexico and Central America. New Orleans is the headquarters of the Twelfth United States Railway Mail Division, and the home of other important Governmental Departments. One of the two greatest steel floating dry docks in the world is located here, and the United States Naval Station and Repair Shops at New Or-

leans are the most modern of any in the United States.

The assistant purchasing agency of the Isthmian Canal Commission is located here.

From a health standpoint New Orleans compares favorably with any large city of the United States, the resident white death-rate averaging less than fifteen per thousand. Three great municipal improvements, in a measure, responsible for this excellent showing—drainage, sewerage and pure water. The first has been in operation some seven years, and dry excavations to the depth of fifteen to twenty feet are now possible; whereas, until the installation of the



THE LAWN—NEWCOMB COLLEGE.



ON ST. CHARLES AVENUE.

drainage system, such was out of the question. The sewerage is conveyed into the river far below the city, while the water for domestic consumption is taken from the Mississippi at the upper end of the city, passed over filtration beds, chemically treated and distributed to the mains. The water is soft and of unusual purity. In addition to

the health feature, the inauguration of this new water system will result in a diminishing insurance rate, due to the high pressure available for fire protection.

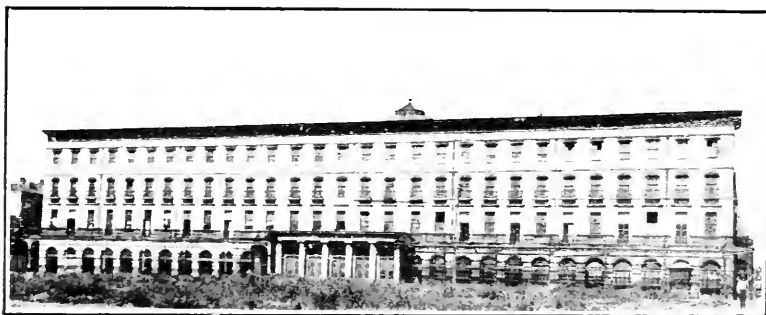
These public utilities are owned and operated by the City of New Orleans, and, in addition, the city owns and operates its own street-repair plant.

All railroad and steamship lines give a free stopover of ten days at New Orleans on all classes of tickets, while the Progressive Union pays the fares of merchants from Louisiana and numerous surrounding States, to and from New Orleans, who make their purchases here, making New Orleans a great jobbing market.

Socially New Orleans is delightful; and, by reason of this, and her historic interest, cosmopolitanism, foreign characteristics, her famous cuisine, her Mardi Gras and manifold amusements, New Orleans is known as the "Winter Capital of America." Motor-boating and yachting on Lake Pontchartrain may be enjoyed all-year-around, due to the open winters; and in summer-time, New Orleans is cooler than New York, Chicago and many of the large cities far to the North. This is due to being surrounded by rivers and large lakes, and the near proximity of



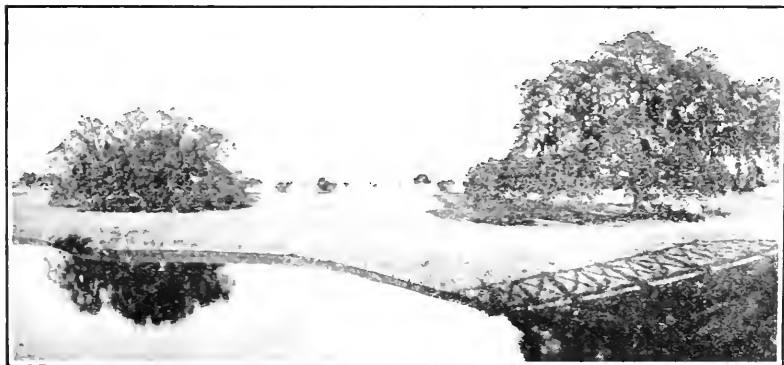
FRENCH OPERA HOUSE.



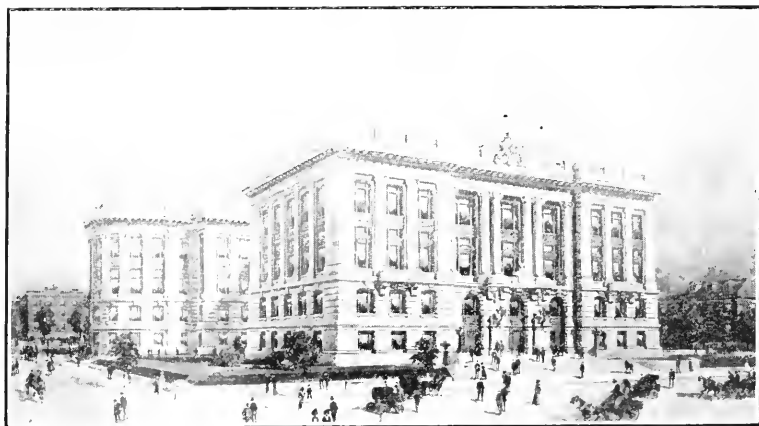
OLD ST. LOUIS (ROYAL) HOTEL.

the Gulf of Mexico to the southward, the prevailing breezes in summer-time being from that quarter. Within less than two hours by rail from New Orleans one can enjoy salt-water bathing in Mississippi Sound, this beautiful stretch of coast, from a few miles east of New Orleans to Mobile, Alabama, being known as the "Riviera of America," and is filled with Northern sojourners in the winter-time, and New Orleans residents in the summer. Waveland, Bay St. Louis, Pass Christian, Mississippi City, Long Beach, Ocean Springs, Gulfport, Biloxi, Scranton and Pascagoula are the most noted of these Gulf Coast resorts.

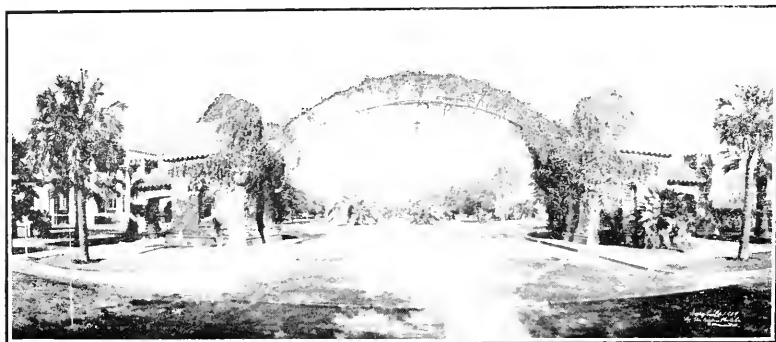
From the standpoint of the epicure, New Orleans is the one bright spot on American soil. Her cooks, descended of the best of their kind in France and Spain, and taking on the added art of the Creole, produce viands which have created for this city a reputation at home and abroad. Shrimp, both river and lake, crayfish, crabs and oysters are among the specialties of New Orleans sea food. It might here be added



OLD "DUELING OAKS" IN CITY PARK.



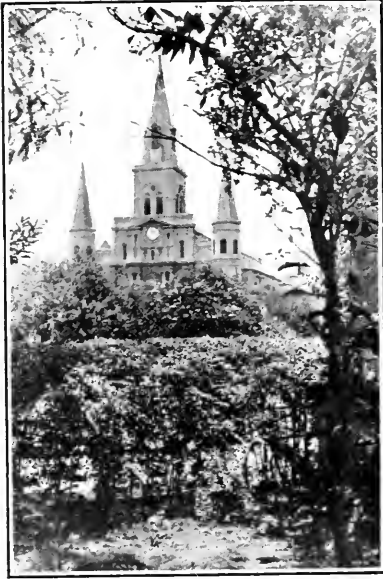
NEW \$2,000,000 COURTHOUSE.



AUDUBON PLACE.



PUBLIC LIBRARY AND LEE CIRCLE.



ST. LOUIS CATHEDRAL.

that New Orleans is the largest oyster market in the world, and one of the largest fish markets in the United States, while the huntsman and fisherman are offered the rarest sport in the bayous and marshes of the country immediately adjacent and within forty minutes' ride.

There are several large public libraries, five large metropolitan American daily papers, and one French daily, 112 public schools and kindergartens, many private schools and six universities. The chief of the latter are the Tulane University, for boys, and Newcomb College, for girls, both under the same administration. Tulane is specially noted for its medical department, while its academic, law, engineering and technical divisions are developing rapidly.

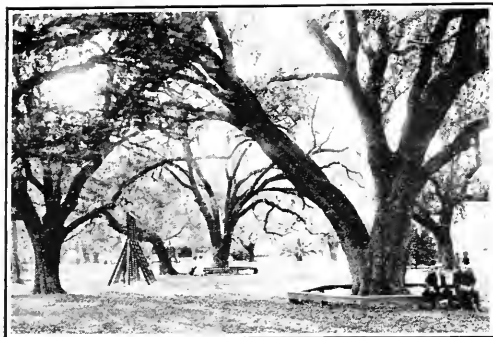
From any point of view New Orleans is a city of destiny, and with deep water from the Great Lakes to the Gulf of Mexico, and the opening of the Panama Canal, will become a port of tremendous power in the commercial economy of the world.

#### HEALTH AND CLIMATE.

The citizen of other sections of the United States is prone to express surprise when it is stated that New Orleans is one of the healthiest cities in the country. Yet this is a fact, and borne out by statistics which show that the average resident white death-rate is less than fifteen per thousand. With many beautiful parks as breathing-spots, and being practically surrounded by such large bodies of salt water as



MC DONOGH STATUE.



OAKS IN AUDUBON PARK.

Lake Maurepas, Lake Pontchartrain, Lake Borgne, Mississippi Sound and the Gulf of Mexico, and the fresh water of the wide and winding Mississippi River. New Orleans is not only healthier, but, in actual fact, much cooler in summer-time than most cities of the North. The breezes from these bodies of water are constant,

and, particularly at night, they are cool and refreshing.

Immediately adjacent to New Orleans, and within reach either by rail or boat, within an hour to two hours, are the beautiful lake and gulf coast resorts. The "Ozone Belt," on the farther side of Lake Pontchartrain from New Orleans, in St. Tammany Parish, is noted as being the second healthiest spot in the United States, and is particularly beneficial for tubercular and kidney troubles, by reason of its pine-laden atmosphere and its mineral waters. Covington, Abita Springs and Mandeville are towns within this Ozone Belt.

### RECLAMATION OF LANDS.

The reclamation of swamp lands in Louisiana, particularly in the immediate vicinity of New Orleans, has opened up to habitation and cultivation some of the richest soil in America, and has had its inevitable beneficial effect upon health. Conspicuous in this has been the consequent development of truck-gardening, with the immense New Orleans market at hand, and the entire North to draw on, particularly during the winter season, when fruits and vegetables are produced here months in advance of the northern crop. The farmer of the East and Middle West would do well to investigate.



ST. ROCH'S SHRINE.

## PURE WATER. SEWERAGE AND DRAINAGE.

New Orleans has spent \$28,000,000 in completing one of the most elaborate systems of sanitation in the world. The huge water-filtration plant gives to the residents a crystal, soft and wholesome water. The drainage system has dried out the surface soil, and huge skyscrapers, with deep cellars, are to-day standing in New Orleans.



HUTCHINSON MEMORIAL, TULANE UNIVERSITY.

The sewerage system discharges into the Mississippi River far below the city, and all three of these great public utilities are owned and operated by the City of New Orleans for the benefit of her population.

The waterworks plant, one of the best in the United States, is the largest of its type in the world. It comprises a system of sedimentation, coagulation and filtration through American rapid filtration system. There are two pumping stations of 80,000,000 gallons capacity per day, with an average pressure of 75 pounds, and a maximum of 100 pounds, while across the river there is a 4,000,000 gallon miniature independent system. There are 500 miles of distribution mains and pipes and active filtration was begun February, 1909. The cost of the waterworks and filtration plant is \$7,000,000.



OLD ST. LOUIS CEMETERY.

The sewerage system has been in operation since October, 1965, and of the 375 miles projected, 305 are completed. There are two main pumping stations and five sub-stations. The cost when completed, will be \$5,500,000.

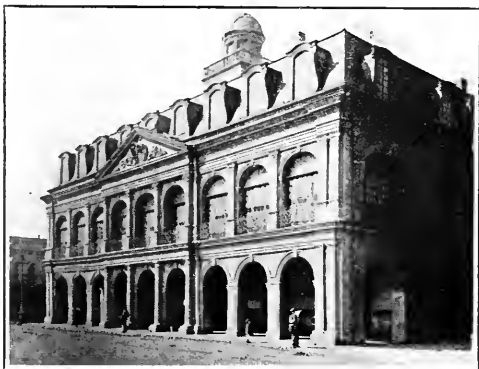
The drainage plant of New Orleans was put into operation in January, 1900, and when completed, will cost



IN AUDUBON PARK.

eighty miles of low-level canals. Of the latter, twenty miles are masonry-lined, five miles are wood-lined, remainder being open excavations. The latter will eventually be masonry-lined, and in the built-up areas, will be covered. A total of 45 per cent of the drainage work has been completed.

\$15,000,000. The area drained is from the Mississippi River to Lake Pontchartrain, and from the upper protection levee to the lower parish line. There is a central power plant generating electricity for the operation of seven pumping stations. There are 103 miles of canals, twenty-three miles of tide-level out-fall canals and



THE CABILDO.

### NEW ORLEANS A CONVENTION CITY.



A MIDWINTER PICNIC.

As a city for the assembling of conventions of all sizes and all kinds, international, national, interstate and state, New Orleans has no superior. Accustomed for many years to handling huge crowds at carnival time, the people and the facilities are in a position to satisfy every demand. Especially is this true of recent

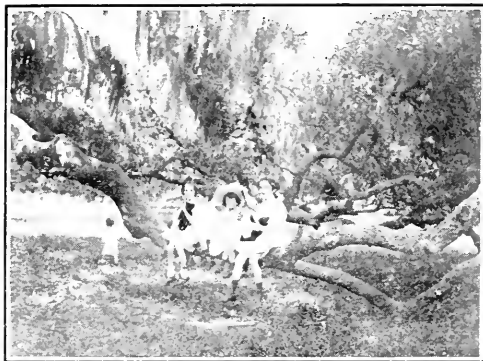




CITY HALL.



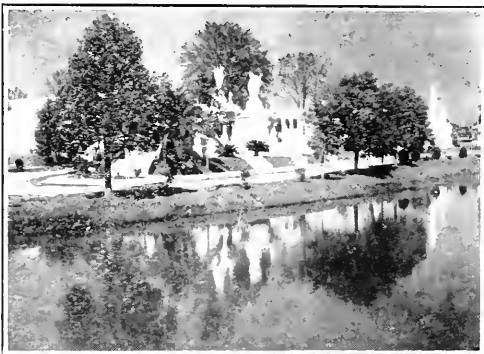
PUBLIC WATER FILTRATION PLANT.



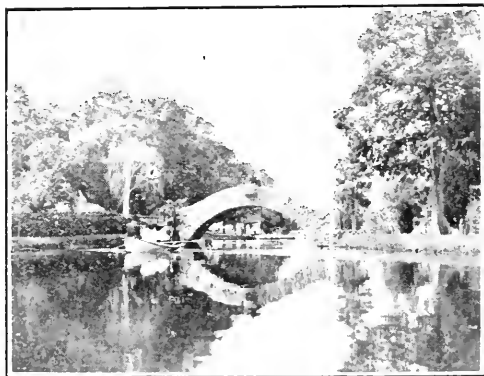
SWINGING ON THE LIMBS.

world, her innumerable opportunities for enjoyment (particularly open air) and the hospitality of her inhabitants, makes New Orleans a city of vital interest.

The Convention Bureau of the New Orleans Progressive Union invites correspondence with organizations planning their annual meetings.



METAIRIE CEMETERY (MODERN).



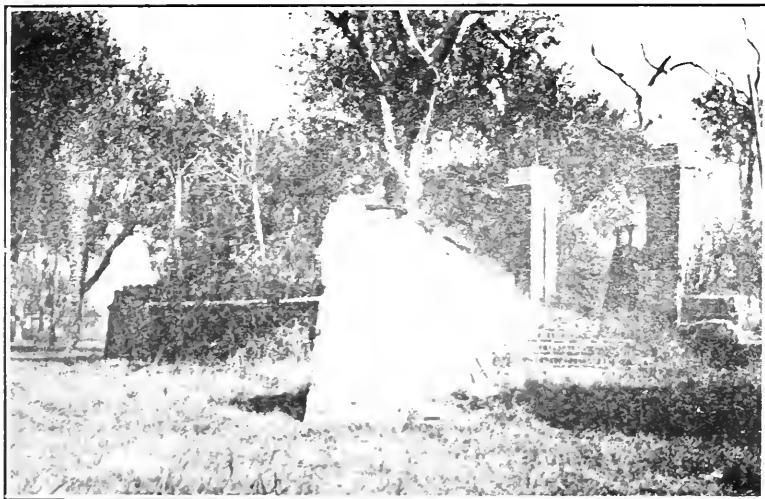
THE LAGOON, CITY PARK.

years, when three hotels, two of them of immense size, have been added, while one of the older hostelrys has added an annex of similar proportions.

The great extent of interests in New Orleans, her cosmopolitan people and habits, her wonderful variety and delightful cuisine, peculiar to New Orleans and no other city in the

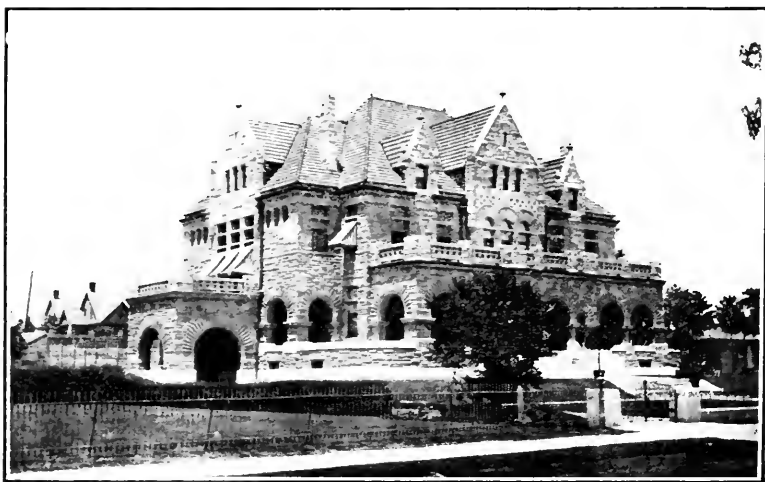
## HOTEL ACCOMMODATIONS.

No city in the South and few in America have more ample or modern hotel accommodations than New Orleans. Among the largest of these are the St Charles, the Grunewald and the Monteleone, all of fireproof construction and built with the particular idea of light and air. The ap-



OLD SPANISH FORT.

pointments of these hotels and their service are superior in order and delightful to the tourist from other sections of the world. Their tables are supplied with the most abundant fish and game caught in the immediate vicinity of New Orleans, while the truck and fruit districts are an ever constant source of fresh supplies winter and summer.



A ST. CHARLES AVENUE RESIDENCE.



OLD BEAUREGARD HOUSE.

the city's entertainment facilities.

#### FREE STOPOVERS FOR TRAVELERS.

Every railroad and steamship line entering New Orleans allows, without charge, a stopover of ten days on all classes of tickets. Notify the conductor of your desire to stay over and the accommodation will be given at once.



WINTER-TIME IN CITY PARK.



A GLIMPSE OF TULANE UNIVERSITY.

The Hotel Denechaud, while not so large, is also new and up-to-date and similarly efficient in its cuisine. The Cosmopolitan is a place of note, its restaurant being particularly a feature. The traveler via New Orleans or the sojourner has a variety to select from and every accommodation that might be desired. In fact, the hotels of New Orleans are a conspicuous feature of

#### MARDI GRAS.

To the average visitor "New Orleans" means "Mardi Gras."

Mardi Gras is the French expression for Shrove Tuesday, which, being the day preceding Ash Wednesday, or the beginning of Lent, makes it easy to follow the analogy of its literal translation — *Mardi*, Tuesday, and *gras*, fat — when the further fact



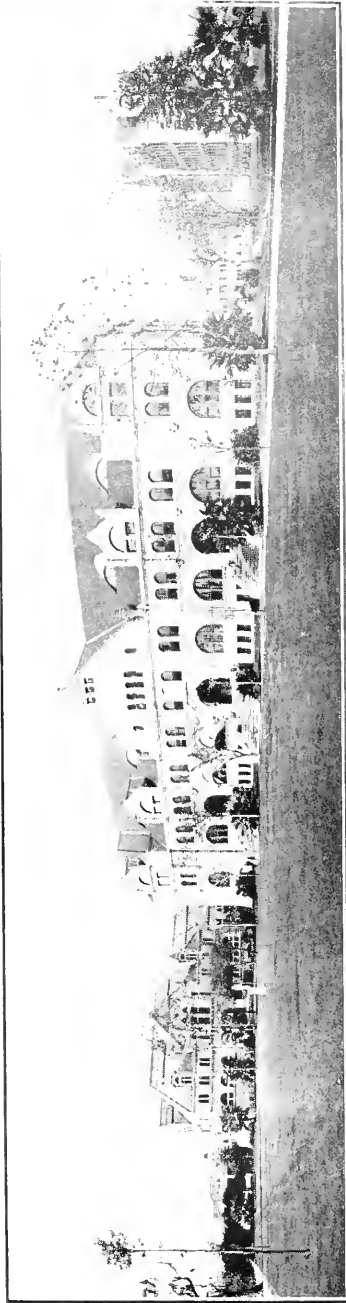
OLD CREOLE RESIDENCE.



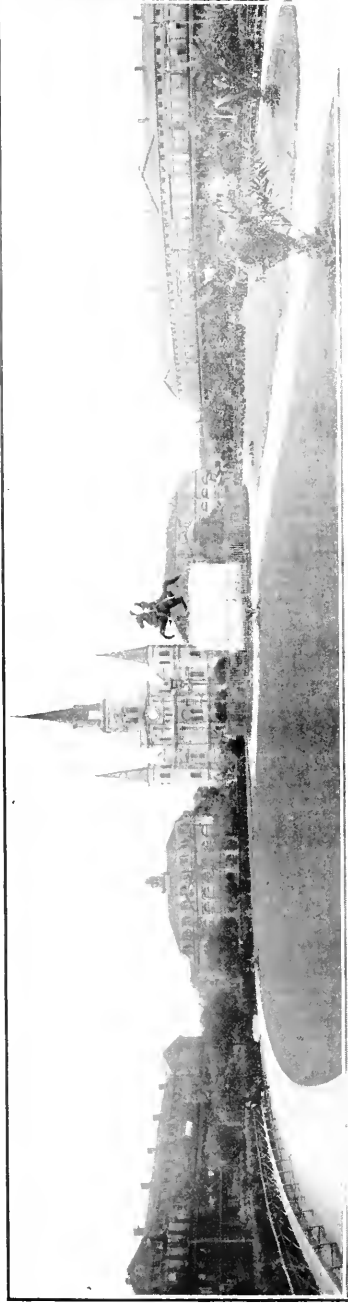
THE MONKS' ALLEY.



IN THE GARDEN DISTRICT.



BUILDINGS OF TULANE UNIVERSITY.



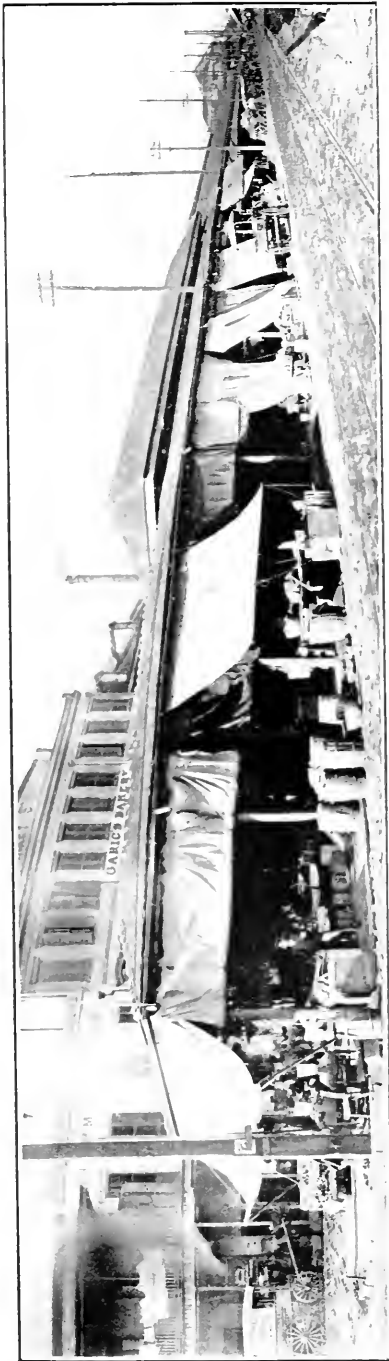
PONTALBA BUILDINGS.

ST. LOUIS CATHEDRAL.  
JACKSON MONUMENT.

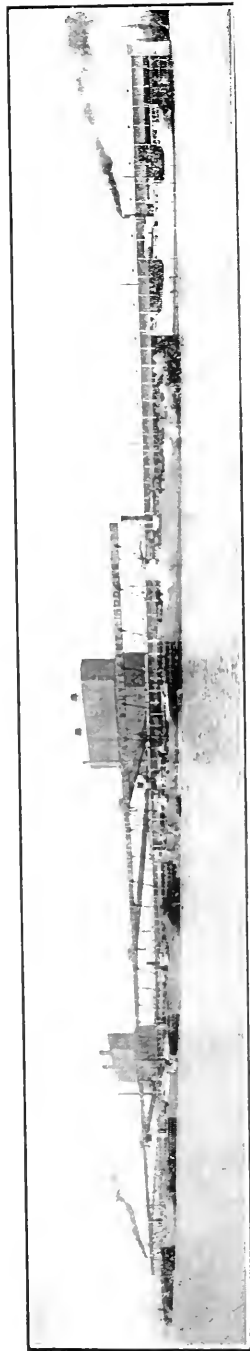
CABILDO.

PONTALBA BUILDINGS.

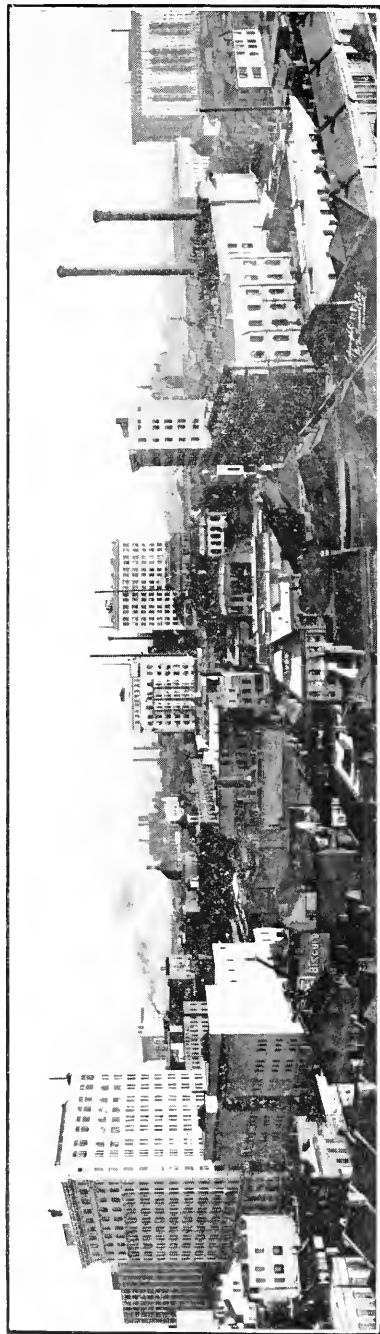
JACKSON SQUARE.



THE OLD FRENCH MARKET.

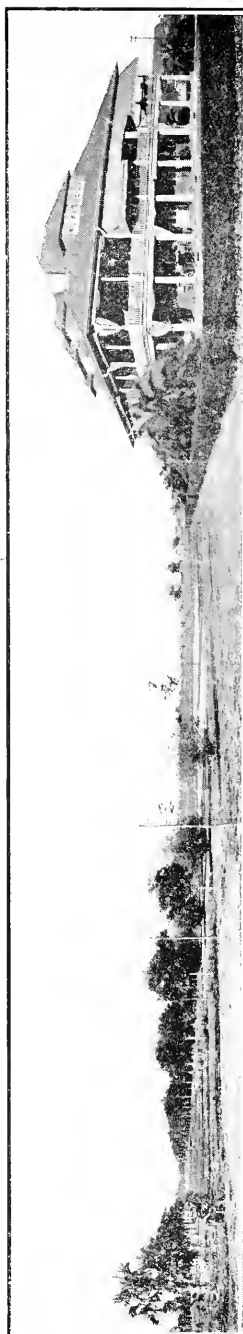


A MILE OF OCEAN-GOING STEAMSHIPS.



# SKY LINE OF GREATER NEW ORLEANS

Maison Blanche Bldg.    Grunewald Hotel    Hotel Monteleone    American Sugar Refinery    Hennen Bldg.    Cotton Exchange    Perrin Bldg.    Progressive Union Masonic Temple (St. Charles Hotel in Rear)    Denechaud Hotel  
 Tulane and Crescent Theatres    Godchaux Bldg.    Jesuits' Cathedral

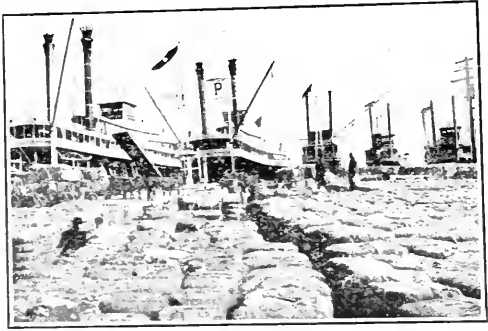


COUNTRY CLUB AND GOLF LINKS.



is considered that, in its application, it also stands for the last day of the "Carnival;" the latter signifying in this same connection, "fare-well to flesh meat," and finding expression in gala days of revelry.

Common usage in the case of the Mardi Gras at New Orleans has somewhat broadened its original application, so that, to at



STEAMBOATS UNLOADING COTTON.

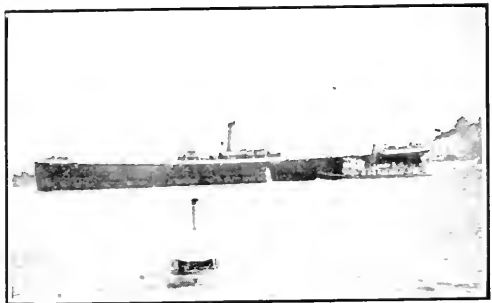


STEAMSHIP LOADING COTTON.

least the layman, it is synonymous with Carnival, except that there is always the *Mardi Gras Day*, which is not only the last day of the so-called Carnival week, but the great day of them all. In it are culminated the grandest efforts, and the entire day is given up to a continuous round of gay pageants, masking and merrymaking, feasting and terpsichorean assemblies.

The mainsprings of activity of the Carnival festivities are the secret societies organized for the sole purpose of celebrating the pre-Lenten period. The names of the principal of these societies are numerous, and of them Rex, Proteus, Comus and Momus are the four great organizations. The other mystic organizations are:

The mainsprings of



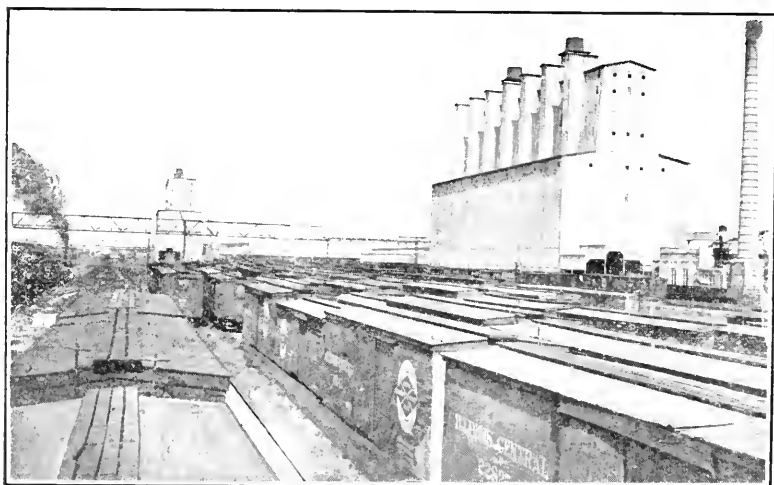
GIANT COTTON CARRIER.



NEW ORLEANS SKYSCRAPERS.

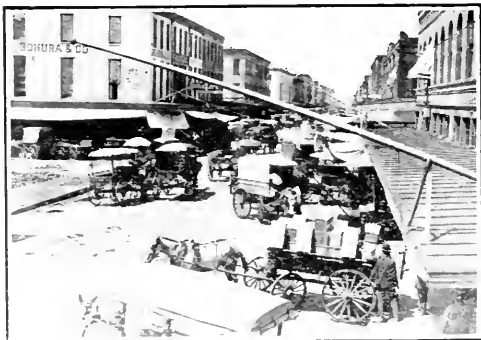
Hibernia Bank Building.

St. Charles Hotel.



FREIGHT YARDS AND GRAIN ELEVATORS.

Twelfth Night Revelers, Amphyctyons, Krewe of Nereus, Olympians, Falstaffians, High Priests of Mithras, Elves of Oberon and Atlanteans. Throughout these societies there runs a wonderful system of organization, as complete as that of a well-disciplined army. Although co-operating to a single end, so secret are their proceedings that even



BUSY POYDRAS STREET.

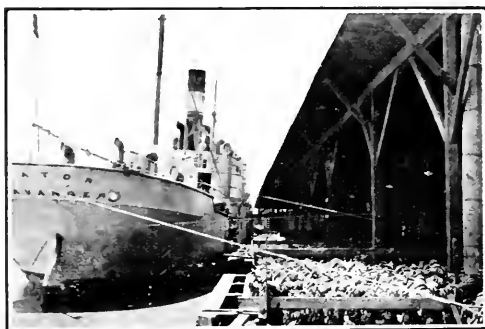


STEEL SHEDS ON WHARVES.

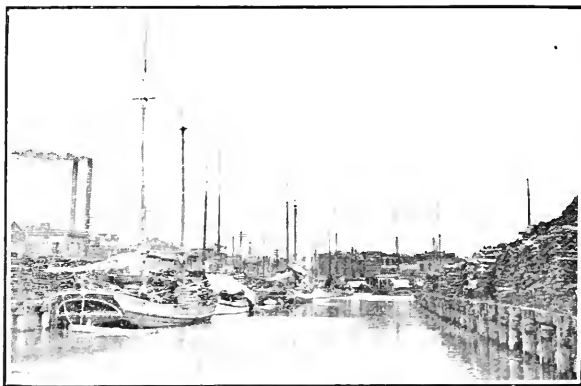
balls and street pageants. The features of the latter are floats, or cars, on which is illustrated in spectacular gorgeousness some well-chosen subject.

The subjects of these pageants are changed every year, and are kept a profound secret until their actual appearance on the streets. A sufficient guarantee of their

the personnel of their membership is unknown outside the council chambers. But they work the whole year through (it is said, that as a pageant parades the streets, the work on that for the next year is actually in progress), and they spend for such purposes fabulous sums of money. The result is a brilliant succession of costumed tableaux, masked and unmasked



UNLOADING BANANAS.



SCHOONERS BRINGING CORDWOOD.

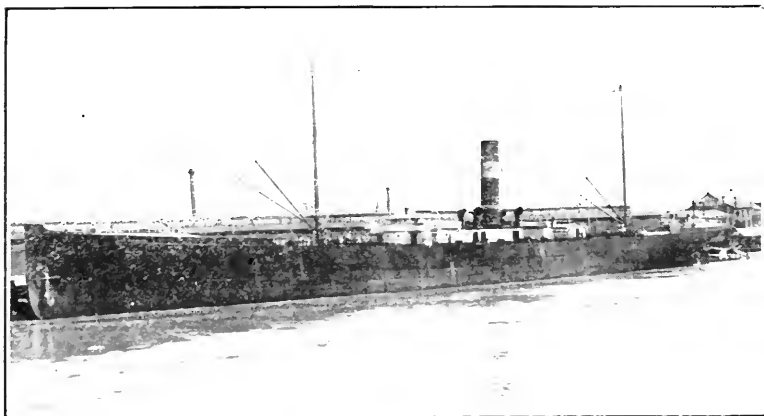
splendor and interest for future seasons is their past reputation and the citing of a few of the subjects that have been illustrated in the gorgeous pageants of the past: By Rex: The Arabian Nights; Realms of

Flowers; Visions, Dreams and Legends; Chronicles from Fairyland. By Proteus: A Dream of Egypt; Tales of the Genii; Tales of Childhood; The Rubaiyat. By Comus: Lalla Rookh; Scenes from Biblical History; Songs of Long Ago; Babylon, the Magnificent. By Momus: A Dream of Fair Women; The Passions; Paradise Lost; Scenes from Popular Poems.

In one form or another the Mardi Gras festivities have been observed in New Orleans, although at broken intervals, for nearly three-quarters of a century; and continuously, each year, since the close of



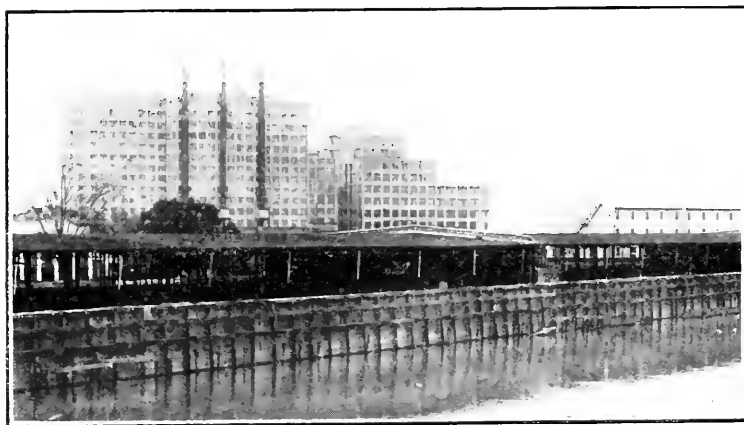
BIRD'S EYE VIEW OF CANAL STREET AND LAKE PONTCHARTRAIN FROM ROOF OF GRUNEWALD HOTEL.



A PHILADELPHIA AND GULF LINER.

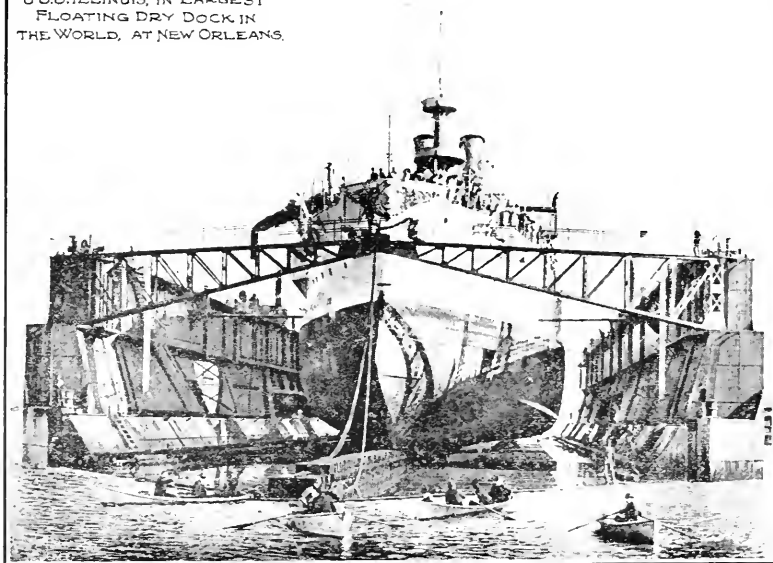
the Civil War. It had its origin in the custom in olden times of Louisiana's planters and merchants looking to France, their mother country, for their fashions, amusements and literature; one of the results of which was the introduction, in 1827, of the first grand street procession of masqueraders in New Orleans by a number of young Creole gentlemen, some of them just returned from finishing a Parisian education. This was followed ten years later by one on a much larger and grander scale on the Mardi Gras of 1837; and from these the Carnival method of festivity may be said to have been fully launched in the Crescent City.

Varying slightly from year to year, as to the societies participating during the Carnival season, the entire season is, nevertheless, one of

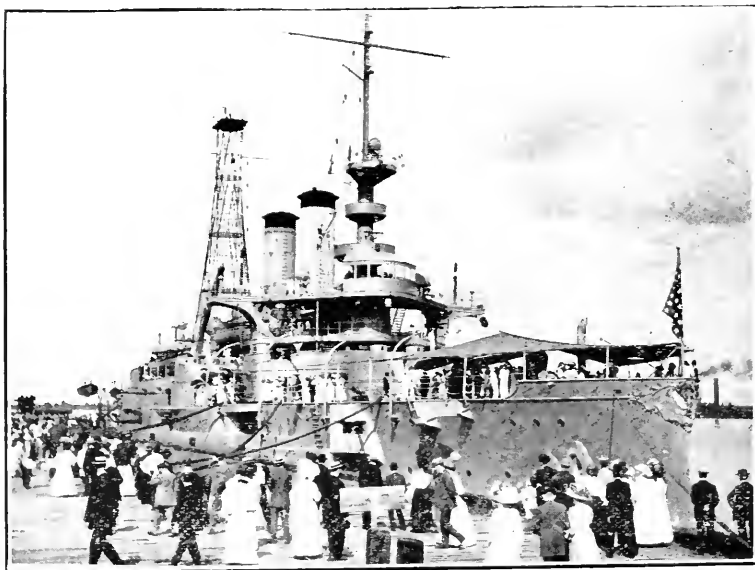


THE LARGEST SUGAR REFINERY IN THE WORLD.

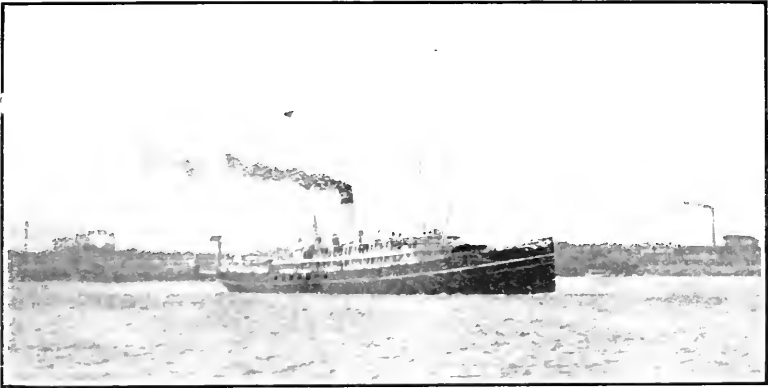
U.S.S. ILLINOIS, IN LARGEST  
FLOATING DRY DOCK IN  
THE WORLD, AT NEW ORLEANS.



UNITED STATES NAVAL FLOATING DRY DOCK.

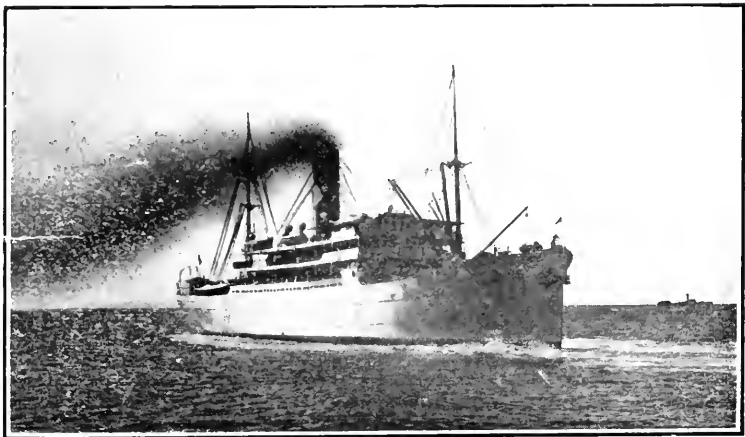


U. S. BATTLESHIP MISSISSIPPI MOORED TO NEW ORLEANS WHARF.



SOUTHERN PACIFIC SHIP TO NEW YORK.

activity and general festivity, culminating in the so-called Carnival week and reaching its height on Mardi Gras Day. On the day before Mardi Gras Day, Monday, comes Rex, King of the Carnival, accompanied by his nobles and attendants in waiting, to his "much-beloved Capital." His proclamation, long before posted throughout the country, and familiar to many, shows excellently the mock assumption of regal power, and the spirit in which the festivities of Mardi Gras are carried out and heartily received by the populace of New Orleans. Rex usually, although not necessarily, makes his journey to the city by way of the river on his "Royal Yacht," escorted by the "Royal Flotilla"—which royal yacht and royal flotilla vary, according to his whims, from private yachts to visiting war vessels of the United

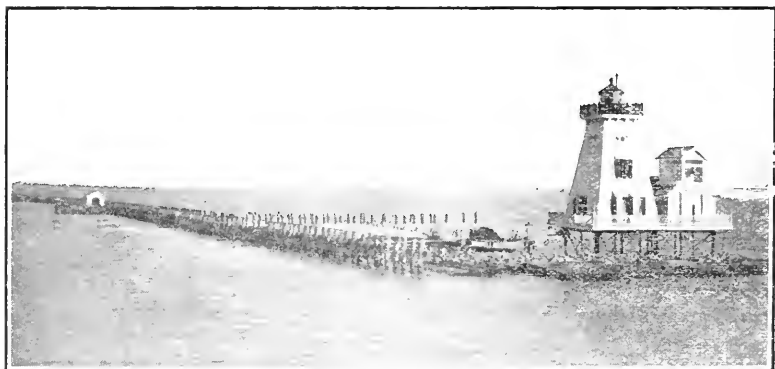


UNITED FRUIT COMPANY'S SHIP OFF FOR PANAMA.

States and foreign nations, with accompanying tugs and merchant steamers. The arrival of the gaily decorated flotilla, amid the booming of cannon and the loud sounds of music, is to the stranger an interesting feature of Mardi Gras and should not be missed. On landing, Rex and his retinue, in brilliant military and civic procession, escorted by his especially selected body-guard—usually some crack military organization, visiting or local—proceeds to the City Hall, where he receives the keys of the city. From then on his rule is absolute, and his "royal standard of purple, green and gold" waves over the city in token of his sovereignty. In the evening of the same day, Monday, occurs the tableau ball of the Krewe of Proteus, at the French Opera House, preceded by its grand pageant on the streets.



AT THE SUGAR LANDING.



JETTIES AND LIGHHOUSE AT MOUTH OF MISSISSIPPI RIVER.





THE next day, Mardi Gras Day, brings the masking on the streets and a general spirit of revelry, also the daylight pageant of Rex, and the evening pageant of the Mystic Krewe of Comus, the latter followed by a grand Comus ball at the French Opera House, and the Rex ball: or, as announced, "grand reception at the Imperial Palace by the King and Queen of the Carnival and Royal Party, and ball in the Palace adjoining the Throne Room of the Imperial Palace." Then, of course, there are numerous other balls and entertainments throughout the city.



Rex and his queen—for at the social functions he is accompanied by his queen, whose crown and jewels have been on public exhibition

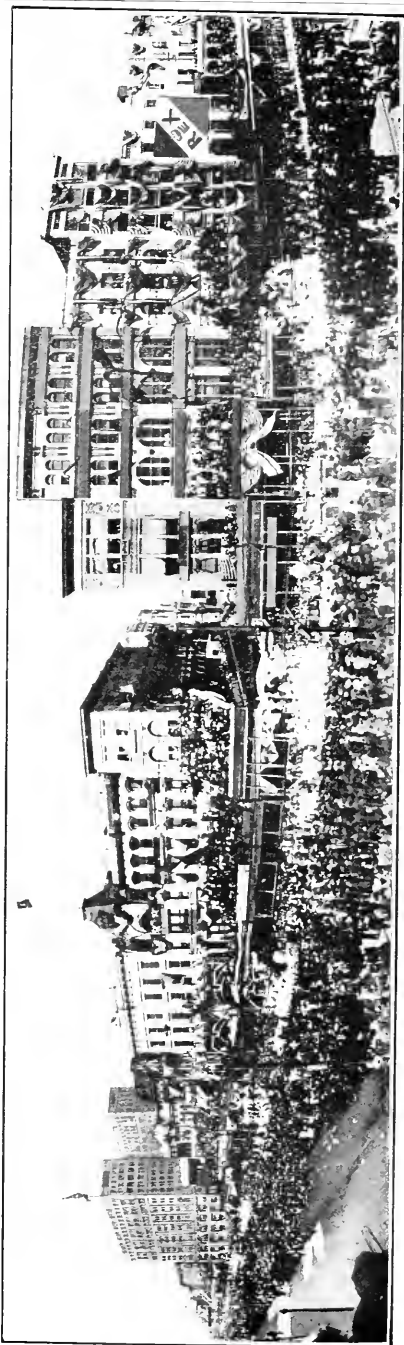


A CARNIVAL CROWD IN CANAL STREET.

for days before—Rex and his queen, after their reception is over and the Rex ball is fairly launched, go to the French Opera House, as a matter of courtesy, it is presumed, to King Comus—for Comus, too, is a king. This ball, the Comus ball at the French Opera House, is the elite affair of the Carnival—"the essence and pinnacle of interest in all the ceremonies of Mardi Gras." At it the extremest of full dress is exacted, and the ladies are only allowed to be seated during the period preceding the general dancing, the gentlemen standing in the background. First come spectacular groupings, or tableaux, of the costumed maskers from off the floats of the street parade, after which the music strikes up the first notes of the lancers. Then the maskers leave the stage, each selecting from the dress circle the lady of his choice, they return with them to the stage, where, led by the King and Queen, they dance the figures of the old-time Southern lancers. At its conclusion masks and costumes disappear and the general dancing begins.

#### FUTURE MARDI GRAS DATES.

1910, Feb. 8.	1915, Feb. 16.
1911, Feb. 28.	1916, Mar. 7.
1912, Feb. 4.	1917, Feb. 20.
1913, Feb. 4.	1918, Feb. 12.
1914, Feb. 24.	1919, Mar. 4.



MARDI GRAS PARADE ON CANAL STREET.



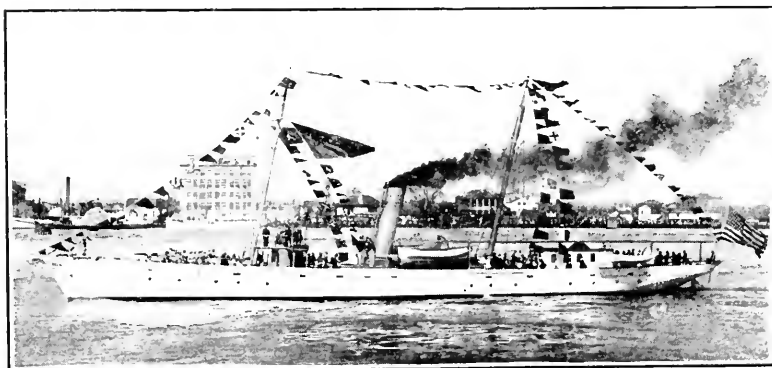
MERRY CLOWNS AND MASQUERS.



FABLED MONSTERS.



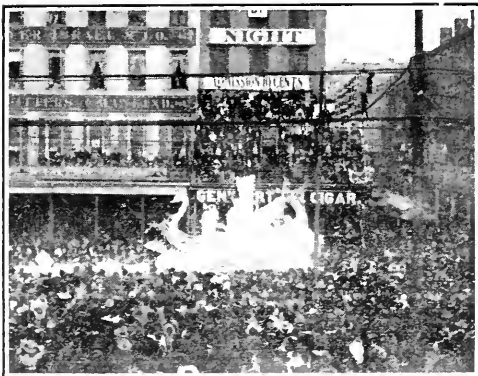
GIRLS?



REX ARRIVES ON HIS ROYAL YACHT.



IN THE FRENCH QUARTER.



THE FLOATING SWAN.



THE JESTERS.



ON ST. CHARLES AVENUE.



REALMS OF ROMANCE.



ALL SORTS.

### THE FRENCH QUARTER.

(Competent guides may be obtained by inquiring at hotels, railroad offices or Progressive Union, Telephone Main 1999.)

To the visitor the French Quarter is naturally the most interesting. The old quarter is bounded by the river, Canal, Rampart and Esplanade avenue, and here are to be found the quaint and massive old French and Spanish houses, the wide, paved courtyards with tropical vegetation and flowers, the antique stores, famous restaurants, quaint shops possessed by quaint people, nearly all speaking the French language in preference to English.

Canal street is the dividing line between the French and American

Quarters. The French is "downtown"—to the north. This is due to the fact that the Mississippi River, as it passes the head of Canal street, flows directly north. Hence the residents speak of "uptown" and "downtown" instead of north and south a point well worth remembering in going about the city.

In the French Quarter are located the greater portion of the historical buildings and sites which are enumerated elsewhere.

### ANTIQUE SHOPS.

The young French colony of New Orleans attracted many of the foremost families of France, and they brought with them thousands of articles of art, virtu and embellish-

ment of the nobles and their followers, who sought fame and additional riches in the land of the Mexican Gulf.

Hundreds of families cherished their treasures as the only thing remaining to tell of the days when La Belle France had been their home, and to their children they bequeathed the gentle reminders of bygone days, with the injunction to keep them forever. But time removed the cherished traditions which, together with the growing needs



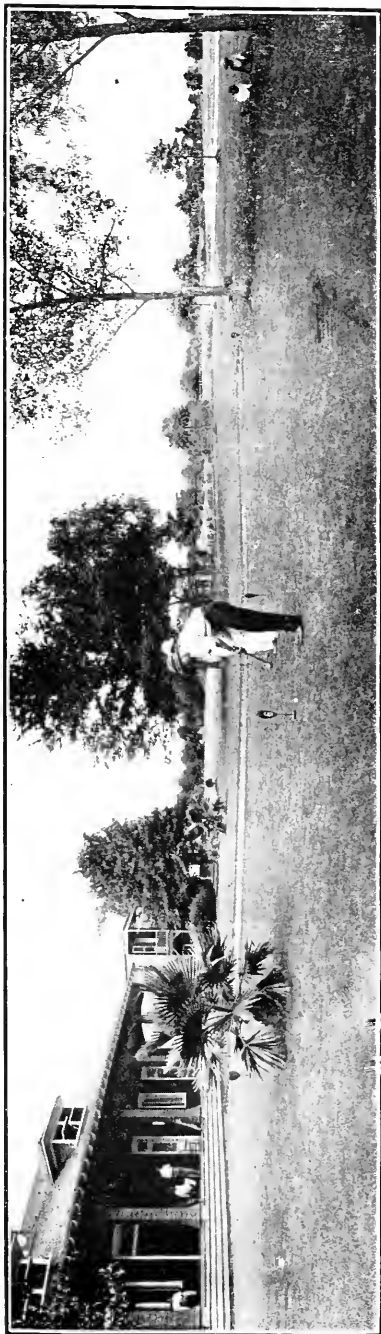
PRESIDENT TAFT AND PRESIDENT WERLEIN, OF THE PROGRESSIVE UNION, AT MIDWINTER GOLF.

of the owners and the wheels of fortune changing continually, brought a large number of these treasures into the hands of second-hand dealers and the showcases of the collectors of antiques.

It is in the quaint old French portion of the city that the newcomer naturally seeks the shops of the dealers in odd things, and it is here that they are found. Not numerous, the supply being small and the antiques real, for there is no factory making New Orleans antiques. These shops may be found in Royal, Bourbon and Chartres streets, in the vicinity of Canal street.

#### SHOPPING IN NEW ORLEANS.

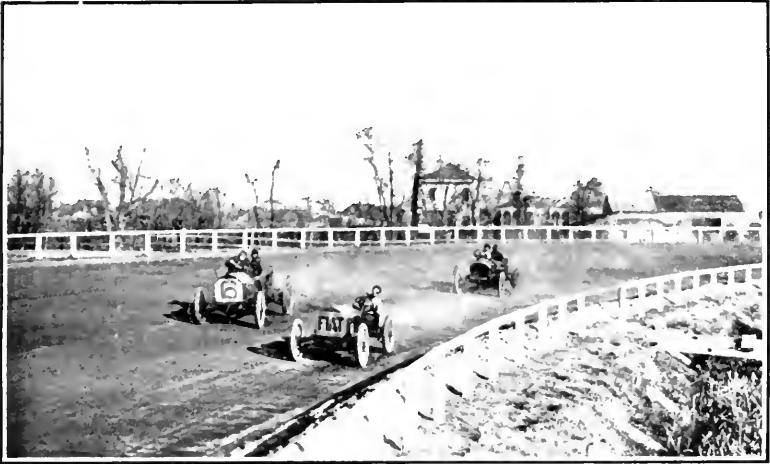
No city in the South and few cities in America boast finer opportunities to gladden the feminine fancy, for among the great department and millinery stores the variety is unending. Importations are largely direct from Paris, many of the establishments having permanent branches there, and the modistes of New Orleans are celebrated for their elegance and style. The retail district is principally along either side of Canal street, in the center of the city, and within immediate walking distance of all the hotels.



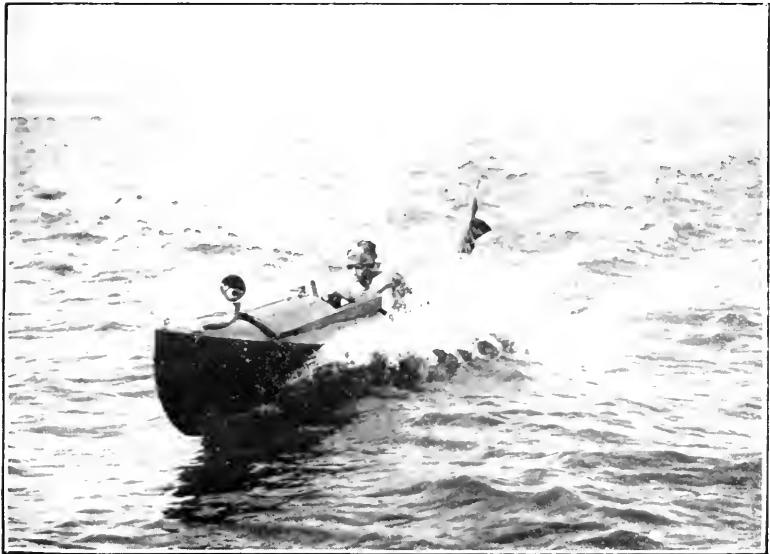
AUDUBON GOLF CLUB.

## OUTDOORS IN NEW ORLEANS.

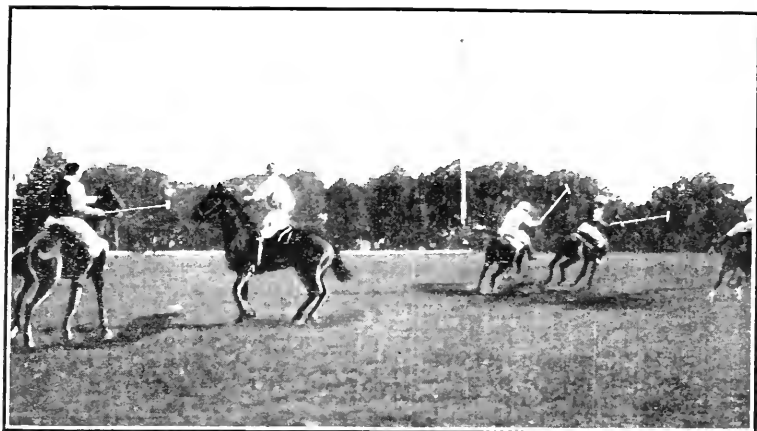
New Orleans, by reason of its open winters, is the place *par excellence* for outdoor sports, and is abundantly equipped for the enjoyment of such votaries. There are two golf clubs, several tennis clubs, nu-



AUTOMOBILE RACING.



AUTOBOAT RACING ON LAKE PONTCHARTRAIN.



POLO AT CITY PARK.



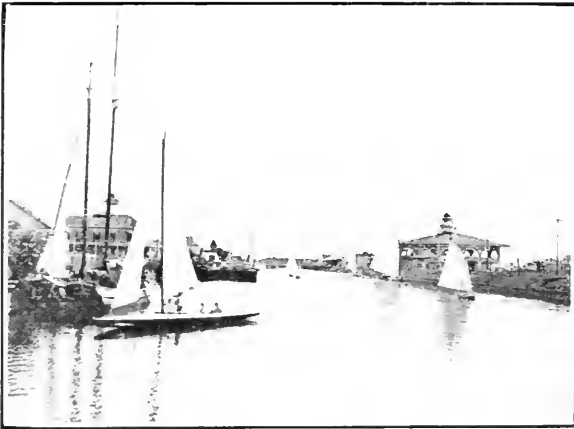
A CRACK GOLFER.



A CHAMPION TENNIS PLAYER.



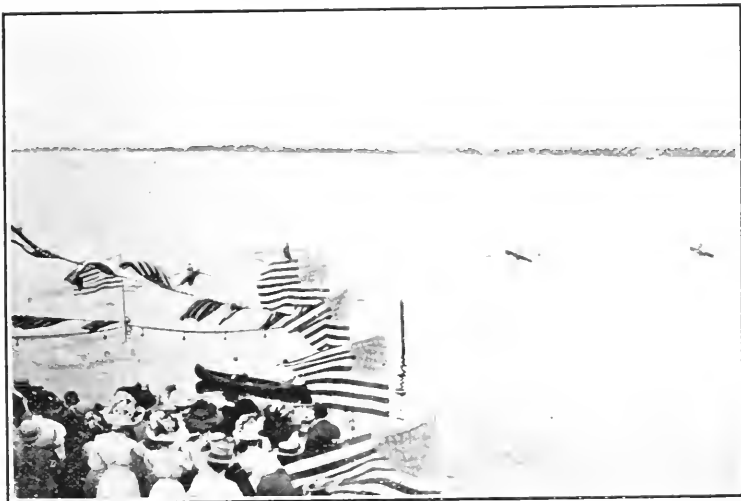
merous rowing clubs, splendid yacht clubs for both sailing and motor-boating, an automobile club, baseball and football, basketball, track and field sports, canoeing, a polo-club, athletic clubs, with salt-water plunge baths. The visitor is hospitably entertained, and some friend may always be had to obtain privileges of the private clubs.



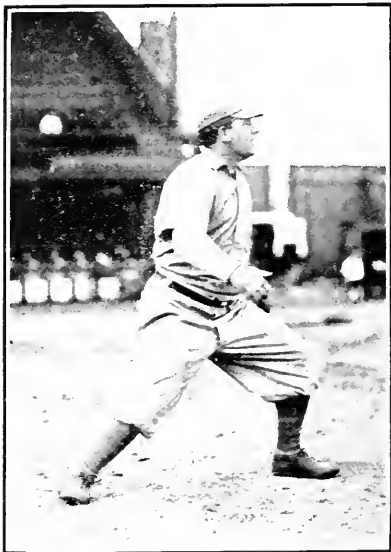
SOUTHERN YACHT CLUB AT WEST END.

#### FISHING AND HUNTING.

Nowhere else in America are the disciples of Izaak Walton and Nimrod likely to find the peculiar combination of advantages possessed by the immediate vicinity of New Orleans for fishing and hunting.



ROWING REGATTA AT WEST END.



BASEBALL ALL THE YEAR.

The hundreds of lakes, bays, bayous, lagoons and streams of fresh or salt water surrounding the city offer the rarest sport for the duck hunter in winter-time, and either fresh or deep-sea-fishing may be had. Wild turkey, quail, doves, snipe, plover, papabotte, geese and the mallard, teal, spoonbill, pintail, canvasback, red head, ringed-neck and other varieties of duck abound in great numbers. There are innumerable private or public clubs which afford entertainment and facilities for the visitor, and the exhilarating sport of hooking the great fighting tarpon, jack-fish and "leaping" shark is found all along the Mississippi Scund, or nearer in the passes between the lakes and the sound. Big game, such as bear, deer, panther, "bob-cats,"

as well as opossums, raccoons, rabbits and squirrels, may be had, and even an occasional alligator. In a ride of less than one hour from New Orleans the visitor is in a sportsman's paradise. Speckled and green trout, sheepshead, pompano, buffalo, sunfish, redfish, red snapper, drum,



TULANE GOING AROUND THE END.



DOWN!

black and striped bass, Spanish mackerel, perch and croakers abound everywhere. Much of this sport can be obtained at the very city limits of New Orleans (for the parish and the city are one and the same), making New Orleans literally a sportsman's Mecca and metropolis.



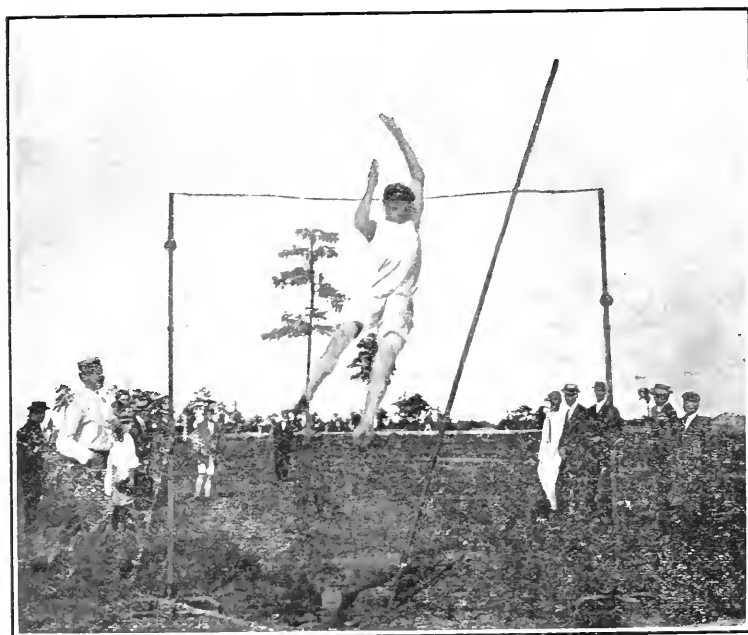
BASKET BALL AT NEWCOMB COLLEGE.



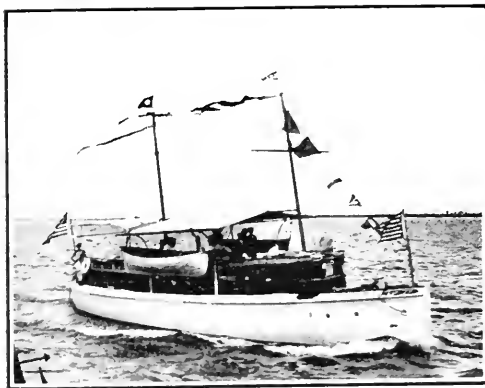
BREAKING THE SOUTHERN MILE RECORD.

**CREOLE COFFEE, MOLASSES AND BEVERAGES.**

In addition to many other distinctive attributes, New Orleans is noted the world over for the exquisite quality of her Creole or French dripped coffee—the genuine, aromatic, delectable cup so rare elsewhere and yet so common in every household, hotel and restaurant in New Orleans.



POLE-VAULTING.



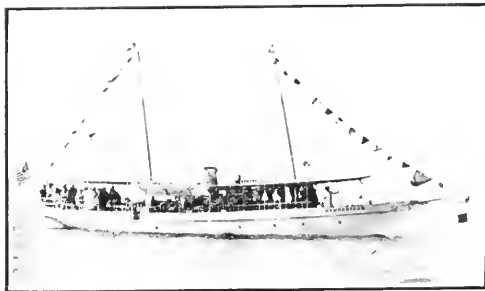
PLEASURE YACHTING.

### Recipes From the Creole Court of Cooks.

The celebrity of the dinner tendered President William Howard Taft by the citizens of New Orleans, at the Hotel Grunewald, under the auspices of the New Orleans Progressive Union, in 1909, resounded to the farthest corners of the earth; and, generous of her accomplishments, New Orleans is willing to take the whole world into her confidence as to the manner of preparation of these



CANOEING ON LAKE PONTCHARTRAIN.



OFF FOR A CHRISTMAS CRUISE.

Genuine Louisiana molasses is another home-grown and home-manufactured article which surpasses in taste and quality the syrups of this or any other country.

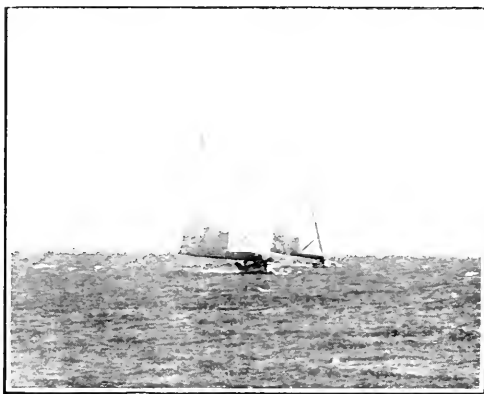
New Orleans is noted among good liveries for numerous other special beverages of an unique nature. The famous Creole gin fizz, the Creole cocktail and the Creole absinthe anisette are among the most noted, while the brulo is an after-dinner concoction of just celebrity.

famous dishes, designed, as they were, especially for the First Gentleman in the Land.

The day being Friday, a fish dinner was in order. Here New Orleans is at its best, for with the great fish and oyster-producing waters of Lakes Pontchartrain and Borgne, many bayous, and the bays, inlets and banks of the Mexican Gulf to draw from there is a marvelous variety of the finest fish in the world available.



BATHING ON THE GULF COAST.



NIP-AND-TUCK.

bouquet, three cloves of garlic, three bay leaves, three sprigs of thyme, three sprigs of parsley, six allspices, two tablespoonfuls of olive oil, one good, strong pinch of saffron; salt, pepper and cayenne to taste.

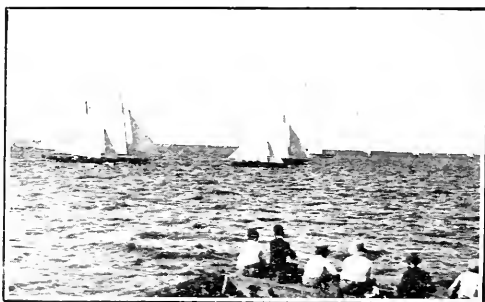
This is the dish that drew from Thackeray that famous tribute to Creole cookery: "In New Orleans you can eat a bouillabaisse, the like of which was never eaten in Marseilles

To the uninitiated the menu of the dishes served at this dinner would be meaningless save for the reputation enjoyed by the cooks of New Orleans who cooked it. A better idea, however, may be gathered from the following recipes gained from the celebrated "Court of Cooks," who parted with their inmost

secrets. These are the component parts of their best dishes. There is an art about the thing that cannot be reduced to writing, but, by following directions closely, any good cook who can appreciate Latin temperament may produce any of the dishes given below with a fair degree of success.

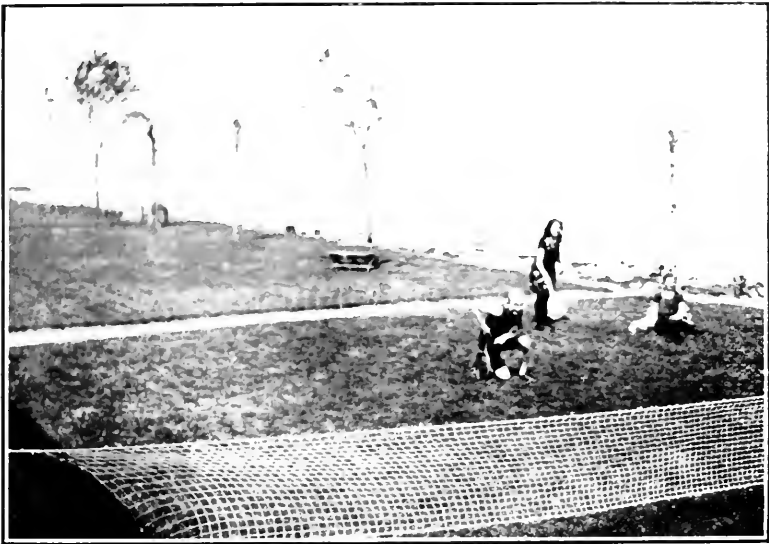
### Bouillabaisse.

Six slices of red snapper, six slices of redfish, one-half bottle of white wine, one-half lemon, six large, fresh tomatoes, three onions, one herb



REGATTA ON LAKE PONTCHARTRAIN.

or Paris." The reason is clear; for in those old French cities the bouillabaisse is made from the fish of the waters of the Mediterranean Sea, notably the sturgeon and the perch combined, while in New Orleans it is made from those matchless fish of the Gulf of Mexico, the red snapper and the redfish (poisson rouge). It will be noticed that it takes two kinds of fish to make a bouillabaisse. The first bouillabaisse was made in Marseilles, and the old Creole tradition runs that it was the discovery of two sailor fishermen, who were disputing as they were in the schooner as to the proper way of cooking a sturgeon and a perch combined. One succeeded in making a delightful dish that would have gladdened the heart of any old French "bon vivant." The other failed. The successful one enthusiastically offered to teach his friend, and as the latter was following the directions implicitly and the finishing touches were being given to the dish, the teacher, seeing that the critical and important moment had come when the fish must be

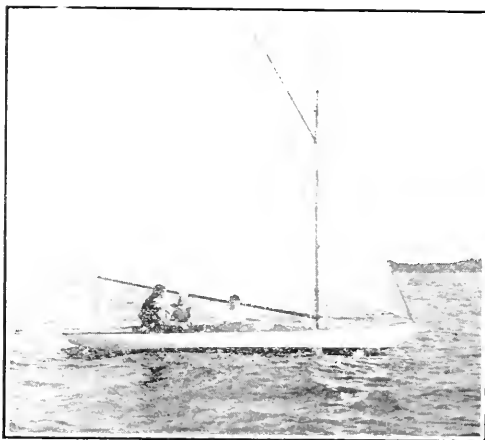


TENNIS ON THE SHORE OF MISSISSIPPI SOUND.

taken from the fire or it would be spoiled if cooked a moment longer, cried out, bringing down his hand emphatically: "*Et quand ça commence a bouillir—baisse!*" Hence, the name "bouillabaisse" which was given to the dish from that moment. From all portions of Europe people go to Marseilles to eat a "bouillabaisse" on the seashore.

The taste of the bouillabaisse still lingered in the mouths of the old French-Creole settlers of New Orleans. The famous old chefs sought two fish from the waters of the Mexican Gulf that might be used in the making of the dish with a reasonable hope of success. They chose the red snapper and the redfish. The result is told in Thackeray's tribute. The Creole bouillabaisse, with the modifications and improvements that early ingenuity suggested, is a dish that was the standing offering in ante-bellum days to every distinguished Parisian or foreigner that visited New Orleans. Its reputation is sustained by the Creole cuisinieres of our own day. It is made as follows:

First cut off the head of the red snapper and boil it in about one and a half quarts of water, so as to make a fish stock. Put one sliced onion and a herb bouquet, consisting of thyme and bay leaf, into the water. When reduced to one pint,

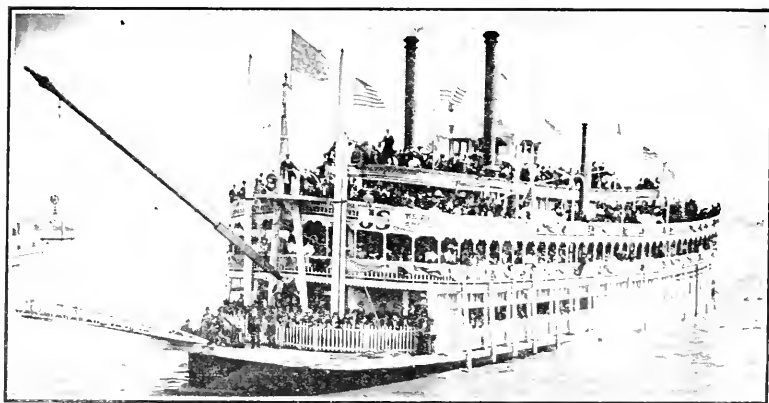


OUT FOR A SAIL.

flesh, if you would achieve the success of this dish. Take two tablespoonfuls of fine olive oil and put into a very large pan, so large that each slice of the fish may be put in without one piece overlapping the other. Chop two onions very fine and add them to the heating oil. Lay the fish slice by slice in the pan, and cover, and let them "etouffe," or smother, for about ten minutes, turning once over so that each side may cook partly. Then take the fish out of the pan and set the slices in a dish. Pour a half bottle of white wine into a pan and stir well. Add six large fresh tomatoes, sliced very fine, and let them boil well. Then add half a lemon, cut in very thin slices, and pour over a pint of the liquor in which the head of the snapper was boiled. Season well to taste with salt, pepper and a dish of cayenne. Let it boil until very strong and till reduced almost one-half; then lay the fish, slice by slice, apart one from the other, in the pan, and let boil five minutes. In the meantime have prepared one good pinch of saffron,

take out the head of the fish and the herb bouquet and strain the water and set it aside for use later on.

Take six slices of red-fish and six slices of red snapper of equal sizes and rub well with salt and pepper. Mince three sprigs of thyme, three sprigs of parsley, three bay leaves and three cloves of garlic, very, very fine, and take six allspice and grind them very fine, and mix thoroughly with the minced herbs and garlic. Then take each slice of fish and rub well with this mixture till every portion is permeated by the herbs, spice and garlic. They must be, as it were, soaked into the



SEEING NEW ORLEANS HARBOR.



chopped very fine. Set it in a small, deep dish and add a little of the sauce in which the fish is boiling to dissolve well. When well melted and when the fish has been just five minutes in the pan, spread the saffron over the top of the fish. Take out of the pan, lay each slice on toast, which has been fried in butter; pour the sauce over, and serve hot immediately, and you will have a dish that Lucullus would have envied.

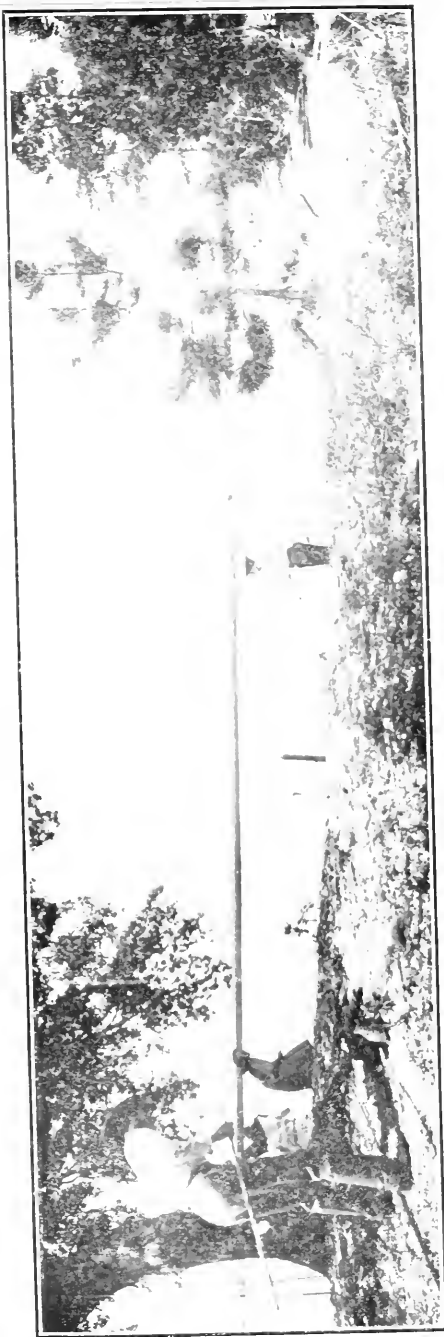
### Gumbo Nouvelle Orleans.

To a chicken add half a pound knuckle of ham; chop up both in one-inch pieces and fry them brown in two tablespoonfuls of boiling lard; add to them four large crabs cut up, two dozen oysters and a pound of peeled shrimp; cut into this four dozen small okra pods, one large onion, a little red pepper, and salt to taste. Let all simmer on a slow fire for about twenty minutes; then fill up with warm water, enough to cover the contents two inches deep. Let this boil for two hours. Serve with Louisiana steamed rice.

### Poulet Creole.

Here you have a dish for which any old Creole of New Orleans would go on foot from Carrollton to the Barracks, a distance of fifteen miles, merely to get a taste of:

Two very fine chickens, two tablespoonfuls of butter, two tablespoonfuls of flour, six large fresh tomatoes, six fresh, sweet, green peppers, two cloves of garlic, three large onions, three sprigs each of thyme and parsley, two bay leaves, one pint con-



FISHING IN WOLF RIVER, ON THE GULF COAST.



ANGLING FOR SHEEPSHEAD.



IN A DUCK BLIND.

somme or boiling water. Salt and pepper to taste.

Take two spring chickens and clean nicely and cut into pieces at the joints. Season well with salt and pepper. Put two tablespoonfuls of butter into a stewpan, and, when it melts, add the chicken. Let this brown slowly for a good five minutes. Have ready three large onions sliced. Add these to the chickens and let them brown. Every inch must be nicely browned, but not in the slightest degree burned. Add two tablespoonfuls of flour; let this brown. Then add a half dozen large, fresh tomatoes nicely sliced, and let these brown. Cook very slowly, allowing the mixture to simply simmer. Add chopped parsley,

thyme and bay leaf, and two cloves of garlic finely minced. Let all brown without burning. Cover and let it smother over a slow but steady fire. The tomato juice will make sufficient gravy as yet. Add a half dozen green peppers (sweet), taking the seeds out before adding and slicing the peppers very fine. Stir well. Let all smother steadily for twenty minutes at least, keeping well covered and stirring occasionally.

When well smothered, add one cup of consomme. Let it cook again for a full hour, very, very slowly over a very steady fire, and season again to taste. Cook ten minutes and serve hot.

#### Casburgot Chambord.

A fine sheephead, three pounds in weight; two dozen oysters, one-half can mushrooms, three large tomatoes, one cup of stale bread, three sprigs each of thyme and parsley, two bay leaves, six allspice, three cloves, one bottle white wine, salt and pepper.

Clean and wash the sheephead carefully. Cut a space six inches square on the surface of the upper side of the fish, and carefully remove the skin within the inclosed space. Then lard this space closely with very fine larding needles, and fill in with spice, thyme, clove and bay leaf, all minced very fine. Rub thoroughly inside and outside with salt. Make a good stuffing by taking one dozen oysters, one cup of stale bread crumbs, wet and squeeze of all water; one large onion, chopped very fine; a half tablespoonful of salt and black pepper to taste.



DEER HUNTING.



AFTER THE GREEN TROUT.



QUAIL SHOOTING.



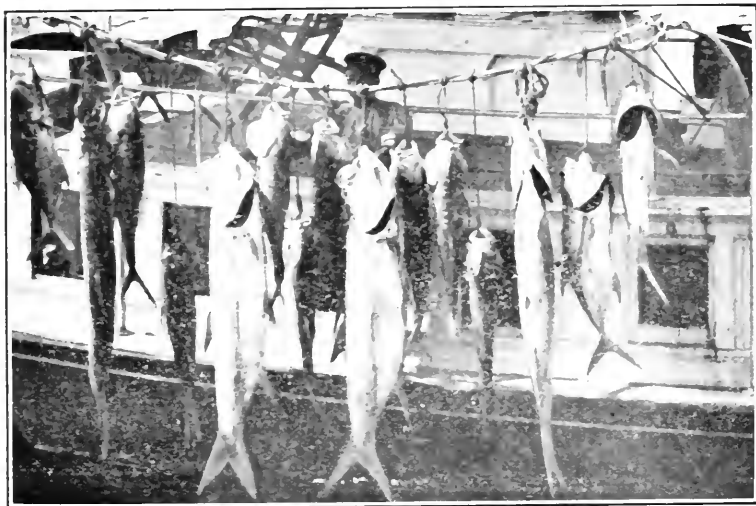
A MONSTER SHARK OF THE MEXICAN GULF.

Mix well and fry in a pan with a tablespoonful of butter. Stuff the body of the fish and sew up with soft thread. Lard well and, after rubbing thoroughly with the lard, place in the oven. Pour over, immediately, a bottle of white wine, and let the fish bake well in the wine. In the meantime, prepare the following sauce: Take one large tablespoonful of butter, one large, chopped onion, one sprig of thyme, one bay leaf. Brown the onions in butter, being careful not to burn, and put in three large tomatoes. Add the chopped herbs, brown, and add the pint of oyster-water, which has been heated with blanching the oysters. (Blanching means to place the oysters on the fire in their own water and heat thoroughly without boiling.) Season the sauce with pepper and salt to taste. Put the fish in the dish in which it is to be served and garnish with the oysters, placing them over the fish and mingling between about ten fresh Cre-



POINTED!

ole mushrooms. After garnishing the fish nicely, pour the sauce over all and set in the oven a few minutes longer and serve hot.



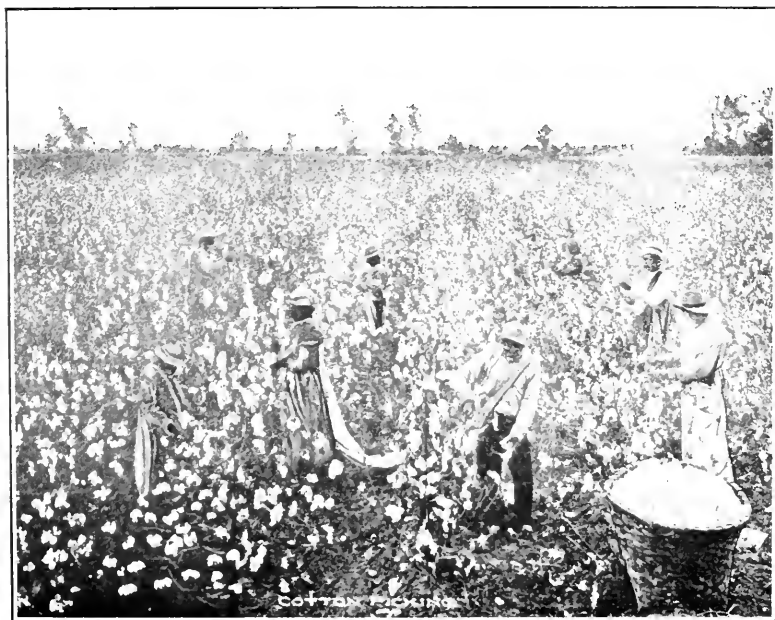
A MORNING'S CATCH OF TARPON AND JACK-FISH AT PASS CHRISTIAN.



CRAWFISHING.



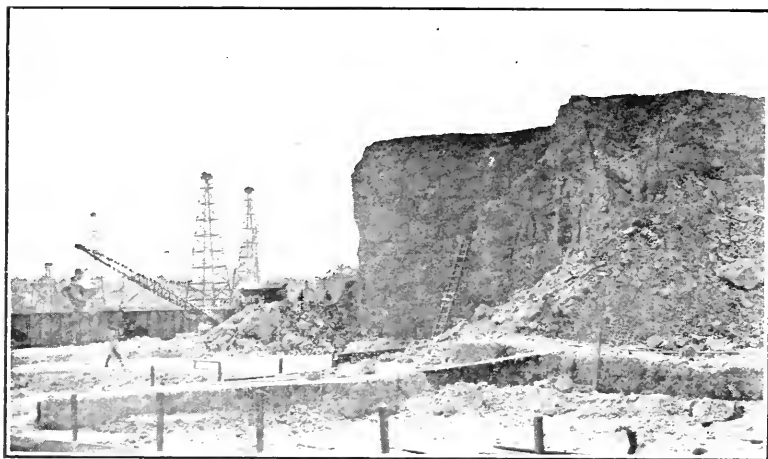
CUTTING CANE NEAR NEW ORLEANS.



COTTON PICKING NEAR MONROE.



RICE THRESHING IN SOUTHWEST LOUISIANA.



GREAT SULPHUR MINES IN SOUTHWEST LOUISIANA.

### POINTS OF INTEREST.

#### Below Canal Street.

(Competent guides may be obtained by inquiry at hotels, railroad offices or Progressive Union, Phone, Main 1999.)

**THE CABILDO**—Here the transfer of the Province of Louisiana from France to the United States occurred December 20, 1803. The old Spanish Court buildings. Opposite Jackson Square. Levee and Barracks or French Market cars.

**ST. LOUIS CATHEDRAL**—One of the earliest Roman Catholic churches in Louisiana; several times burned and present building erected in 1794. Levee and Barracks or French Market cars.



SALT MINES AT WEEK'S ISLAND.





A MODEL LUMBER TOWN.

**FRENCH MARKET**—Here may be obtained fruits, vegetables, meats, fish, game, etc., in wonderful variety. One of the world's famous market places, occupying four city blocks. Levee and Barracks or French Market cars.

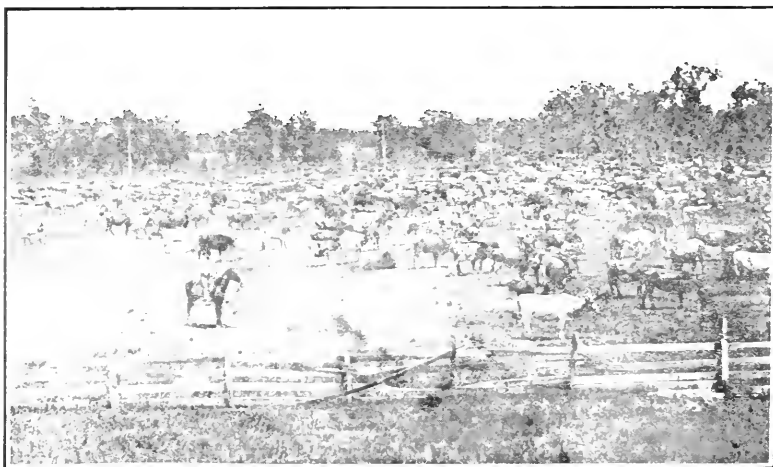
**OYSTER LUGGER LANDING**—To this river landing come the luggers bearing oysters from the many lakes of the lower coast, the most succulent oysters in America. Levee and Barracks or French Market cars.

**UNITED STATES MINT**—Esplanade avenue and Decatur streets. A good quantity of the silver and fractional currency of the country is minted here. Levee and Barracks or French Market cars.

**UNITED STATES NAVAL STATION**—In Algiers, across the river. The largest steel floating dock in the world is located here.



MILLIONS OF FEET OF LUMBER.



CATTLE RAISING IN CENTRAL LOUISIANA.

**HAUNTED HOUSE**—Royal and Hospital streets, occupied at different times by Lafayette, Marshal Ney and Louis Philippe. Clio or Carondelet cars down Bourbon street.

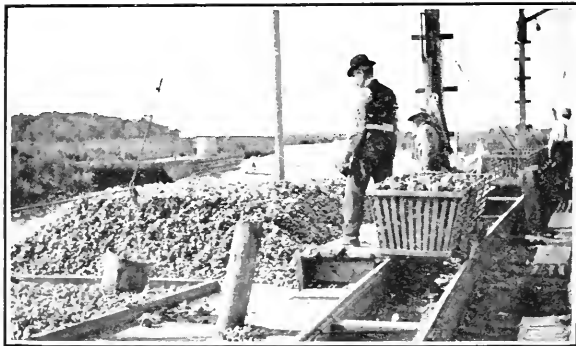
**BEAUREGARD'S HOME**—Chartres street, between Ursuline and Barracks, opposite Archbishopric. Once the home of the noted Confederate General. Levee and Barracks or French Market cars.

**ARCHBISHOPRIC**—Erected in 1727 for the Ursulines Nuns, nine years after the founding of New Orleans. Levee and Barracks or French Market cars.

**NEW COURTHOUSE** of white marble. Royal, Chartres, Conti, St. Louis. Three blocks below Canal street. Cost \$2,000,000.

**NAPOLEON'S HOUSE**—Chartres and St. Louis streets. Erected to receive the Prisoner of St. Helena, who, in 1831, was to have been rescued by French patriots of New Orleans. Before their vessel reached St. Helena Napoleon died. Barracks or French Market cars.

**HOTEL ROYAL**  
—At Royal and St. Louis Sts., formerly known as the St. Louis Hotel and built in 1816, at a cost of \$1,500,000. In the seventies this hotel was bought by the State and used by it until the capitol was moved to Baton Rouge. Statesmen, royalty and famous men were ban-



BARGELOADS OF OYSTERS.

queted in this place, Dom Pedro, Emperor of Brazil, and afterwards his grandson, being among its guests. Grand Duke Alexander of Russia was a guest in 1872. General Boulanger was a visitor before his famous attempt to overthrow the French Republic. Henry Clay was banqueted here at a cost of \$20,000, and our late President, William McKinley, was entertained here on his visit to New Orleans while Governor of Ohio. On the ground floor, under the dome, are left some remembrances of ante-bellum days, for here it was that the slave mart had its headquarters, and the block where slaves were auctioned is still there. Levee and Barracks, French Market, Clio or Carondelet cars.

**FRENCH OPERA HOUSE**—Bourbon and Toulouse streets, five blocks below Canal street. Some of the most noted singers and troupes of the world have appeared here. Adelina Patti made her American debut on its stage. Clio or Carondelet cars.

**CONVENT OF THE SISTERS OF THE HOLY FAMILY**—Orleans street, between Royal and Bourbon. Unique as one of the two negro nunneries in the United States. The famous Orleans Theatre, where the remarkable Octoroon balls were held, once occupied this ground. Clio or Carondelet cars down Bourbon street.

**OLD ST. LOUIS CEMETERY**—On Basin, three blocks below Canal street. Oldest cemetery in the city. Many of the Spanish and French colonists, some of royal blood, are buried there.

**ST. ROCH'S CEMETERY** is especially dear to the Creole Catholics, who make pilgrimages to the shrine to pray for things desired. Villere or Calbarne cars.

**OLD ABSINTHE HOUSE**—Bourbon and Bienville streets, two blocks below Canal street. Famous as the one-time headquarters of the famous pirate Lafitte.

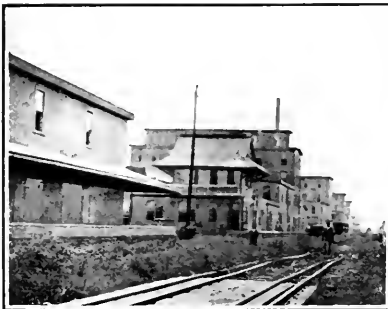
**O'REILLY'S HEADQUARTERS**—Where the bloodthirsty Spanish Captain-General lived in 1700. St. Claude and Hospital streets. Esplanade Belt cars to Rampart and Hospital streets.

**CONGO SQUARE**—Rampart, St. Peter, St. Ann and St. Claude streets. Here were held bullfights in the Spanish regime and voodoo dances in slavery days. Esplanade Belt cars.

**CITY PARK**—A beautiful park belonging to the City of New Orleans, located on Metairie Road, near Canal. It contains one hundred and sixty acres, laid out with



BRINGING OYSTERS IN.



A MILE OF RICE MILLS.



A LOUISIANA OIL FIELD.

where General Jackson landed in 1814. This historic place is reached by walking, driving or motor boat. One may alight from the Esplanade Belt car at the bridge where it crosses Bayou St. John, follow the white shell road along the clear winding stream and enjoy a glimpse of Holland, for the wide flats and the sails of the oyster luggers form a pretty picture as they move in and out with the tortuous stream. Spanish Fort, on the lake front, two and one-half miles distant, is one of the most picturesque spots in New Orleans and is in process of complete rehabilitation. The New Orleans Railways & Light Company will run a trolley line, and pavilions, walks, restaurants and vaudeville amusement will be established. Just across Bayou St. John from Spanish Fort is the famous Noy's restaurant made famous by Thackeray, who declared the bouillabaisse there to be finer than that of Marseilles.

**OLD SOLDIERS' HOME**—Camp Nicholls is situated on Bayou St. John, is five minutes' walk from Esplanade avenue, and here live veterans of the Confederacy who are old, poor and decrepit—sad and silent reminders of the Civil War. Esplanade or Canal Belt cars.

**METAIRIE CEMETERY** is the handsomest in the city. It contains many beautiful monuments, among which may be mentioned those of General Albert Sidney Johnson and General Stonewall Jackson, also the tombs of the Army of Northern Virginia and the Army of Tennessee. In the vicinity of Metairie are Greenwood, Odd Fellows' Rest, Firemen's and others. Canal or Esplanade Belt cars.

**CHALMETTE CEMETERY** is located near the old historic battlefield where the Battle of New Orleans was fought between the British and American forces on January 8, 1815. The Daphne car will take passengers within a short distance of the entrance. This is a national cemetery tastefully laid out and beautifully kept.

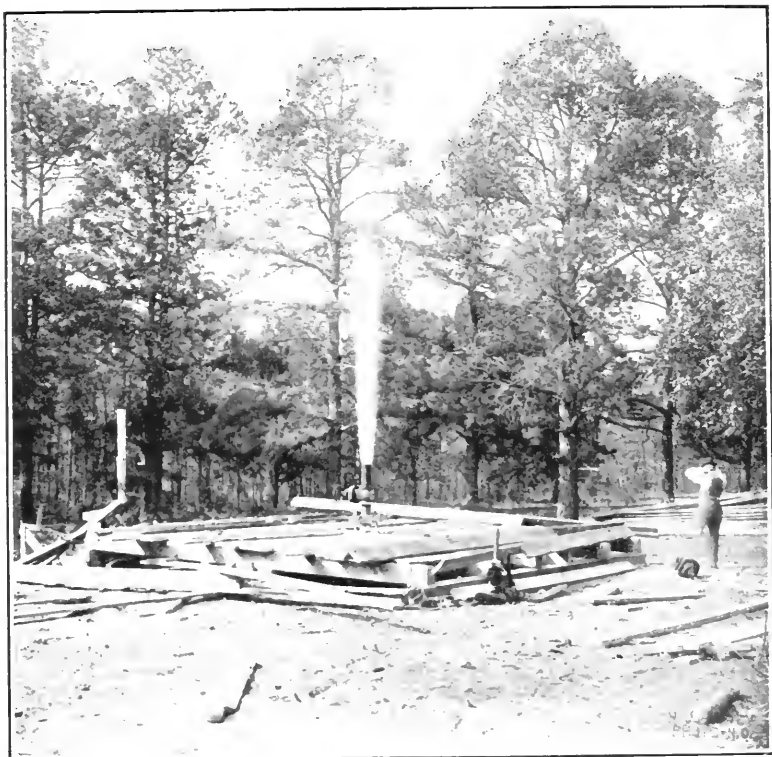
**U. S. BARRACKS**—The United States soldiers are stationed here, and visitors are hospitably entertained. The Barracks are located at the end of the Daphne car line.

pretty walks, flower beds, and with a chain of artificial lakes running through it. It also has a grove of live-oak trees festooned with gray Spanish moss, which is said to be the finest in the world. For many years this grove was the favorite dueling grounds of the city. Canal or Esplanade Belt cars.

**SPANISH FORT**—A small village with pleasant gardens, situated on Lake Pontchartrain, at the mouth of Bayou St. John,



WHERE TABASCO SAUCE IS MADE AT NEW IBERIA.

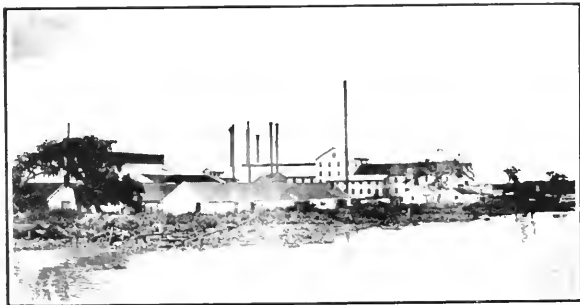


NATURAL GAS WELL NEAR SHREVEPORT.

WEST END—This place, often called the Coney Island of the South, is situated on Lake Pontchartrain at the mouth of the New Basin Canal. It is the lake resort of the city, where thousands of people spend their evenings during the summer. Here are located a hotel, pavilion and restaurant,

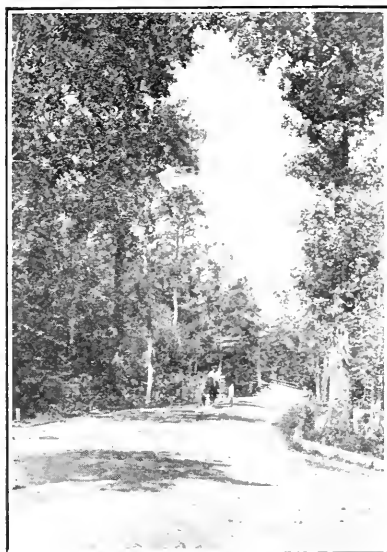
band-stand, club-houses, beautiful gardens and other attractions. West End is the breathing spot of the city, and is shortly to be improved at a large expense, many additions being made which will make it one of the finest pleasure resorts in the country.

West End cars.



A MODEL SUGAR MILL.

## ABOVE CANAL STREET.



A ROAD IN THE "OZONE BELT."

lightful park, with walks and benches, bisecting a residence portion of the city.

**LEE CIRCLE**—Where St. Charles street and St. Charles and Howard avenues join. On a grassy mound stands a colossal marble shaft surmounted by the bronze heroic-sized statue of General Robert E. Lee, of the Confederate Army.

**NEW ORLEANS LIBRARY**—Donated by Andrew Carnegie. Lee Circle and St. Charles avenue.

**LOUISIANA STATE MUSEUM**—730 Carondelet street. An interesting exhibition of the natural products and manufactures of the State. Coliseum, Clio, Carondelet, Annunciation and Henry Clay avenue cars.

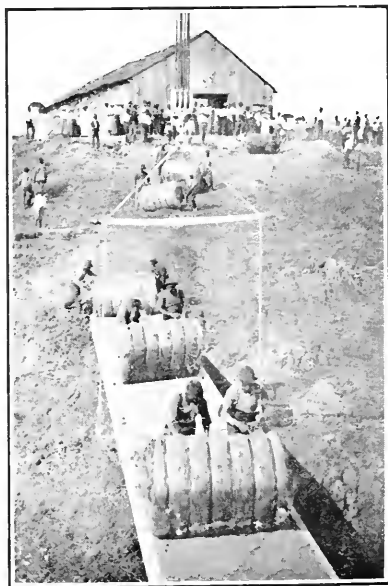
**AUDUBON PARK**—The largest park in New Orleans; contains 250 acres; formerly the site of the Cotton States Exposition, held in 1884. This park is celebrated for its grove of magnificent live-oak trees draped with gray Spanish moss. Has pretty driveways and one of the largest conservatories in the world. Oppo-

**LIBERTY PLACE**—Head of Canal Street, where the White League riot occurred in which the citizens defeated the Federal police, some eighteen prominent men being slain, on September 14, 1874.

**LAFAYETTE SQUARE**—Camp, St. Charles, North and South streets, five blocks from Canal. Statues of Benjamin Franklin, Henry Clay and John McDonogh. The latter bequeathed large sums to public education, and nearly all the New Orleans public schools are named after him. The City Hall and Progressive Union face the square on opposite sides. Also site for new Postoffice on Camp street.

**MARGARET PLACE**—Intersection Camp and Prytanis streets. First statue ever erected in the United States to a woman. A tribute to Margaret Haughery, a plain baker and milk woman who accumulated a large fortune and gave the greater portion to the children of the poor.

**COLISEUM PLACE**—A long, de-



LOADING COTTON UP THE RIVER.

site one entrance is Tulane University. Can be reached by Tchoupitoulas, Magazine, Coliseum, Henry Clay, Peters avenue, Prytanía, St. Charles Belt or Tulane Belt cars.

**WATERWORKS AND FILTRATION PLANT**—Cost \$7,000,000 and gives New Orleans crystal, clear and pure, high-pressure water. The largest and most modern in the world. St. Charles or Tulane Belt cars to Spruce street.

**HOWARD MEMORIAL**—Confederate Battle Abbey, where are contained souvenirs, battle flags and historical relics of the Civil War.



OAK GROVE ON THE TCHOUFUNCTA.

### EDUCATIONAL INSTITUTIONS.

**TULANE UNIVERSITY**—St. Charles avenue, opposite Audubon Park. St. Charles or Tulane Belt cars.

**II. SOPHIE NEWCOMB COLLEGE**—Washington avenue, Camp, Chestnut and Sixth streets. It is here the celebrated Newcomb Art Pottery is made. Prytanía or Coliseum cars.

### SOME INTERESTING TROLLEY RIDES.

(All cars center on Canal street. Universal transfers, except between Belts and West End lines.)

The Esplanade Belt runs along Canal street to Rampart, turning into North Rampart until Esplanade avenue is reached; out Esplanade until Bayou St. John is crossed, then along City Park to Canal and Canal back to the city.

In this ride can be seen the aristocratic streets and avenues of the latter Creole days, with many handsome residences and spacious grounds.

Along this route the Fair Grounds and Race Tracks can be reached; also the famous Jockey Club, with its beautiful and handsome structure.

Over the bridge of the old Bayou St. John the car passes to the Country Club; then the beautiful oaks of the City Park can be seen, stately and grand, with tufts of gray moss hanging from their enormous branches and covering over eighty acres of the park.

The car soon reaches the various cemeteries: then turning into Canal street, lands one in the heart of the city after an hour's most interesting ride.

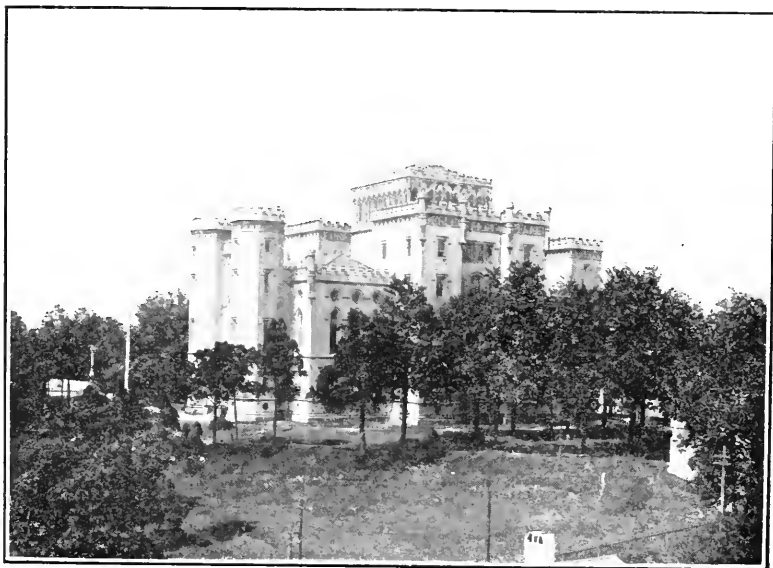


NATIONAL CEMETERY AT ALEXANDRIA.

The Canal Belt traverses the same route in the opposite direction.

The St. Charles Belt starting on Canal street, turns into Baronne; out this busy street to Howard avenue, then past Lee Circle into St. Charles avenue, out this beautiful avenue, past Tulane University, to Carrollton, along Carrollton to Tulane, then to South Rampart and back into Canal.

This ride carries one something over ten miles through some of the prettiest and most fashionable parts of the city. St. Charles avenue varies in width, averaging about one hundred and thirty feet, having in the center a grassy strip known as the "Neutral Ground," bordered for most of its length by rows of trees. On either side of this are roadways for vehicles, the cars being operated on the Neutral Ground.



STATE CAPITOL AT BATON ROUGE.

The most magnificent structures, the residences of wealthy and influential citizens, are located along this route, each with its large garden of tropical plants and yard full of flowers. At St. Charles and Lee Circle is the new building of the New Orleans Public Library; St. Charles and Cléo, the Athenaeum; and, further out, on the corner of Jackson, is the white marble home of the Harmony Club.

The car then passes Rosa Park, Tulane University, Audubon Place, a residence park, where there are a number of fine residences, Audubon Park and the Golf Links being near by, soon reaching Carrollton avenue; then Tulane avenue, to Athletic Park; past the Hotel Dieu, a private hospital; Charity Hospital, the Parish Court House, into South Rampart and back to Canal.

The Tulane Belt traverses the same route in the opposite direction.

West End Line makes the most delightful suburban ride out of New Orleans. The West End electric express trains start from the corner of Canal and Baronne, running along Canal to the cemeteries, past the Half-Way House, along the New Basin Canal and Shell Road to West End, on Lake Pontchartrain. This ride covers about fifteen miles.



### SIGHT-SEEING FACILITIES.

To the visitor and resident alike are afforded ample conveniences for "seeing New Orleans." There are public automobiles in plenty in addition to the street car service, while on the river large excursion steamboats make daily and nightly trips "seeing the harbor," which is one of the most magnificent in America.

Those seeking open-air diversion on Lake Pontchartrain will likewise find excursion steamers plying from West End and Milneburg, some making short trips only, others crossing the lake, twenty-five miles, to the lakeside hamlets of St. Tammany Parish, and up the beautiful, mirror-like Tchefuncta River, once or twice a day.

Competent and experienced guides are easily to be had upon inquiry at the hotels.



BURNING GAS WELL IN CADDO PARISH.

### THEATRES.

- CRESCENT THEATRE—Baronne and Common. Road companies.  
 DAUPHINE THEATRE—Bienville and Dauphine. Stock company.  
 FRENCH OPERA HOUSE—Bourbon and Toulouse. Opera.  
 GREENWALL THEATRE—Iberville and Dauphine. Road companies.  
 LYRIC THEATRE—Iberville and Burgundy. Stock company.  
 NEW SHUBERT THEATRE—Baronne between Lafayette and Poydras. Road companies and vaudeville.  
 ORPHEUM—432 St. Charles street. Vaudeville.  
 TULANE THEATRE—Baronne and Common. Road companies.  
 WINTER GARDEN—Baronne, between Lafayette and Poydras. Vaudeville.

**HOTELS.**

ST. CHARLES—St. Charles, between Gravier and Common.  
 NEW GRUNEWALD—Baronne and University Place, near Canal.  
 NEW DENECHAUD—Baronne and Perdido.  
 COSMOPOLITAN—Royal and Bourbon, near Canal.  
 MONTELEONE—Royal and Iberville. /  
 THE INN—Carondelet and Perdido.

**RESTAURANTS.****Above Canal Street.**

FABACHER'S—117 St. Charles.  
 GRUNEWALD'S—Baronne between Canal and Common.  
 LAMOTHE'S—720 Gravier.  
 DENECHAUD—Baronne and Perdido.  
 MAYLIE'S—Men only; 6 o'clock dinner; Sunday, 5 o'clock, 1001 Poydras.  
 LOPEZ—922 Canal.  
 RATHSKELLER—414 St. Charles.  
 RENO'S—728 Gravier.  
 ST. CHARLES—715 Gravier.  
 THE OLD HICKORY—306 Carondelet.  
 TRANCHINA'S—West End, Lake Pontchartrain.

**Below Canal Street, French Quarter.**

BEGUE'S—Decatur and Madison, 11 o'clock breakfast only.  
 COMMERCIAL—Royal and Iberville.  
 COSMOPOLITAN—Bourbon, near Canal, for ladies. Men's cafe on Royal.  
 SCHAUMBERG'S—835 Canal.  
 FUERST & KRAEMER—833 Canal.

**THE CANE-KNIFE.**

FABACHER'S—Royal, between Canal and Iberville.  
 LA LOUISIANE—Iberville, between Royal and Bourbon.  
 THE GEM—Royal, between Canal and Iberville.  
 ANTOINE'S—St. Louis, between Royal and Bourbon.  
 A LA RENAISSANCE DES CHENES VERTS—Opposite entrance City Park.  
 NOY'S—Spanish Fort.  
 MOREAU'S—Milneburg.

**RAILROAD DEPOTS.**

UNION STATION—Howard Ave. and Rampart street.  
 (Clio or Peters Ave. cars direct; Carondelet, St. Charles, Dryades, Henry Clay, Annunciation, Coliseum, within one to two blocks.)  
 Illinois Central.  
 Yazoo & Mississippi Valley.  
 Southern Pacific.  
 Texas & Pacific.

**Terminal Station.**

(Canal and Basin—all cars.)

New Orleans &amp; North-Eastern.

New Orleans Great Northern.

Louisiana Railway &amp; Navigation Company.

Colorado Southern, New Orleans &amp; Pacific.

Louisville &amp; Nashville, Canal street and River front—all cars.

New Orleans, Fort Jackson &amp; Grand Isle—opposite Canal street.

Louisiana Southern—Elysian Fields and St. Claude street.

**BAGGAGE TRANSFER AND BUS COMPANIES.**

New Orleans Transfer Company, 840 Common street.

Parcel Transfer Company, 734 Union street.

Pelican Transfer Company, 911 Gravier street.

American Transfer Company, 1007 Gravier street.

**HACK AND CAB FARES.**

Carriages and cabs meet all trains and boats and the rates are fixed by City Ordinance No. 1185, N. O. S., adopted April 4th, 1902, copy of which must be posted in each vehicle, and the driver must wear on the outside front of his coat a numbered badge. Violations of the ordinance are punishable by fine and imprisonment, and complaints must be made at the Mayor's office, City Hall, or to the Chief of Police.

All depots are on the city side of the river, but if a carriage or cab has to cross the river, the passenger or passengers shall pay the ferriage to and from any hotel and the following depots and steamboat landings, between Julia and St. Louis streets. Hand baggage free. Trunks, 25 cents each, unless otherwise agreed upon:

**UNION STATION**—Southern Pacific, Illinois Central Railroad, Mississippi Valley Railroad, Texas & Pacific Railroad, 50 cents per passenger. Additional half-mile or part thereof, 50 cents.

**TERMINAL STATION**—New Orleans & North-Eastern, Louisiana Railway & Navigation Company, New Orleans Great Northern, Frisco, Colorado Southern, same.

Louisville & Nashville, Pacific Railroad, same.



CHARCOAL BLOSSOMS.

## DAY RATES—6:00 A. M. TO 9:00 P. M.

One-horse cab or vehicle: One passenger, one mile or part thereof, 50 cents; for each additional passenger, 50 cents; for each additional half-mile or part thereof, 50 cents per passenger.

## NIGHT RATES—9:00 P. M. TO 6:00 A. M.

One-horse cabs or vehicles: One passenger, one mile or part thereof, 75 cents; for each additional passenger, 50 cents; for each additional half-mile or part thereof, 50 cents.

Two-horse carriages or vehicles: One passenger, one mile or part thereof, \$1; for each additional passenger, \$1; children under 12 years, half of the above rates.

## CARRIAGES AND OTHER VEHICLES BY THE HOUR.

Cab or carriage, \$1.50 for the first hour and \$1 for each succeeding hour or fractional part thereof for the entire cab or carriage.

## TAXICAB SERVICE.

The installation of taxicab service is a marked innovation in city transportation. The Taxicab Company, of New Orleans, as in the case of horse vehicles and transfer companies, can be reached direct or through the various hotels. The rates are 50 cents for the first mile, for one or more passengers, and 10 cents per quarter-mile thereafter. A charge of 10 cents is made for each six minutes of waiting. The average charge to and from hotels and depots should be 50 cents maximum for one or more passengers.

## TELEGRAPH OFFICES.

Western Union—St. Charles and Gravier streets and hotels.

Postal—206-10 St. Charles street and hotels.

## MESSENGER SERVICE.

American District Telegraph, 618 Gravier.

Hurry Messenger Service, 117 Elk Place.

National District Telegraph (Western Union), St. Charles and Gravier.

Postal—206-10 St. Charles street.

## RAILROAD CITY TICKET OFFICES.

Atlanta & West Point—517 Hibernia Building, Gravier and Carondelet.

Denver Road—702 Common, St. Charles Hotel.

Georgia R. R.—210 Godchaux Building, Canal and Chartres.

Illinois Central—141 St. Charles, corner Common.

Louisville & Nashville—201 St. Charles, St. Charles Hotel.

Louisiana Ry. & Navigation Co.—727 Gravier.

Mobile & Ohio—229 St. Charles, St. Charles Hotel.

National R. R. of Mexico—708 Common, St. Charles Hotel.

New Orleans Great Northern—703 Gravier, St. Charles Hotel.

Queen & Crescent—211 St. Charles, St. Charles Hotel.

Rock Island-Frisco Lines—707 Gravier, St. Charles Hotel.

Santa Fe—223 St. Charles, St. Charles Hotel.

Seaboard Air Line—318 Hibernia Building, Gravier and Carondelet.

Southern Pacific—227 St. Charles, St. Charles Hotel.

Southern Railway—704 Common, St. Charles Hotel.

Texas & Pacific—207 St. Charles, St. Charles Hotel.

Yazoo & Mississippi Valley—141 St. Charles, corner Common.

Frisco—Gravier street, St. Charles Hotel.

## EXPRESS COMPANIES

American Express Company—St. Charles and Union streets; Illinois Central Railroad; Yazoo & Mississippi Valley Railroad.

Pacific Express Company—346 Camp street; Texas & Pacific Railroad.

Southern Express Company—724-726 Union street; New Orleans & North-Eastern Railroad; Louisiana Railway & Navigation Company; New Orleans Great Northern Railway.

Wells-Fargo Express Company—Camp and Common streets; Southern Pacific Railroad; Kansas City Southern Railroad; Colorado Southern Railroad; Louisiana Railway & Navigation Company.

## STEAMBOAT LINES.

Steamboats operate on the Mississippi River between New Orleans, Donaldsonville, Baton Rouge, Natchez, Vicksburg, Greenville and intermediate points.

On the Ouachita and Atchafalaya Rivers, between New Orleans, Monroe, Columbia, Harrisonburg, Jonesville, and intermediate points on Black River, and on the Atchafalaya as high as Melville. Rates and information may be obtained from Lord & McTeake, 602 Gravier street.

The Mississippi Packet Co., B. Strauss, agent, 524 Gravier street, operates boats between New Orleans, False River, Devalls, Baton Rouge, Plaquemine, Bayou Goula, White Castle, Donaldsonville and intermediate points.

The Comeaux-LeBlanc Transportation Company operates between New Orleans and Donaldsonville, and all intermediate points. Office head of Bienville street.

Bradford Transportation Company operates between New Orleans and points on Lower Terrebonne to Sugar Refinery and Houma, and on Bayou Lafourche to Lafourche Crossing.

The Merchants' & Growers' Transportation Company, P. F. Renaud, agent, head of Conti street, operates between New Orleans and Lower Mississippi points, to Fort St. Philip and intermediate points.

The Grand Isle line operates between New Orleans and Grand Isle, Chinese Fishing Camps and intermediate points, via Harvey's Canal. Head of Bienville street.

## LAKE PONTCHARTRAIN STEAMERS.

Steamer New Camelia operates between New Orleans, Mandeville, Lewisburg, Madisonville, Pineland Park. W. C. Coyle & Co., agents, 337 Carondelet street.

## STEAMSHIP LINES.

The steamship lines at New Orleans can carry the traveler or take cargo to the ports of the world. There is coastwise service to New York and Philadelphia, and over-seas ships to Europe, Asia, Africa, Cuba, Porto Rico, Mexico, Panama, Central and South America.

The lines at New Orleans are as follows:

For Liverpool—Leyland Line.

Harrison Line.

For London—Leyland Line.

South Atlantic S. S. Co.

For Antwerp—Harrison Line.

Lamport & Holt.

Leyland.

Elder-Dempster.

South Atlantic S. S. Line.

Gans Line.

For Athens—Texas Transport & Terminal Co.

Gans Line.

- For Almeria—Pierce's Creole Line.
- For Barcelona—Pierce's Creole Line.  
Pinillos Line.  
Falsch Line.  
Austro-American Line.
- For Bremen—Leyland Line.  
Elder-Dempster Line.  
Prince Line.
- For Belfast—Head Line.
- For Bordeaux—French Line.  
Voremann Line.
- For Christiana—Norway-Mexico Gulf Line.
- For Copenhagen—Gans Line.  
Texas Transport & Terminal Line.
- For Dublin—Head Line.
- For Genoa—Creole Line.  
Pierce's Creole Line.
- For Glasgow—Maclay-Prentice Line.
- For Gothenburg—Maclay-Prentice Line.
- For Hamburg—Hamburg-American Line.  
South Atlantic S. S. Co.
- For Havre—Leyland Line.
- For Venice, Trieste and Flume—Austro-American Line.  
French.
- For Hull—South Atlantic S. S. Co.
- For Manchester—Leyland Line.
- For Marseilles—Creole Line.
- For Naples—Pierce's Creole Line.  
Austro-American Line.
- For Nantes—South Atlantic S. S. Co.
- For Rotterdam—Leyland Line.  
South Atlantic S. S. Co.  
Elder-Dempster Line.
- For West Hartlepool—Prince.
- For Porto Rican Ports—New York and Porto Rico Line.  
Insular Line.
- For Havana—Southern Pacific Steamship Line.
- For Santiago, Manzanillo and Cienfuegos—United Steamship Co.
- For Vera Cruz and Tampico—Wolvin Line.  
Munson Line.
- For Progreso (Mex.)—Monte's Line.
- For Colon (Panama), Belize, Puerto Barrios, Puerto Cortez, Port Limon, Bluefields, Bocas Del Toro—United Fruit Co.

#### COASTWISE SERVICE.

- For New York—Southern Pacific Steamship Line.
- For Philadelphia—Philadelphia and Gulf S. S. Line.  
Southern S. S. Line.
- For Tampa—Penn. S. S. Line.
- For Mobile, Pensacola and Panama City (Fla.)—Mobile & Gulf S. S. Line.

## CLUBS.

Athenaeum (Y. M. H. A. Building)—St. Charles and Clio.  
 Audubon Golf Club—Felicia and Audubon Park.  
 Boston Club—S24 Canal.  
 Chess, Checkers and Whist Club—Canal and Baronne.  
 Country Club—Bayou St. John and City Park.  
 Elks' Club—121 Elks' Place, near Canal.  
 Harmony Club—St. Charles, corner Jackson.  
 Louisiana Club—Canal and Carondelet.  
 Pickwick Club—Canal, near Rampart.  
 Phoenix Athletic Club—3045 N. Rampart.  
 Round Table Club—1435 Jackson.  
 Royal Athletic Club—126 Royal.  
 Southern Athletic Club—Washington and Prytania.  
 Southern Yacht Club—West End.  
 St. John Rowing Club—West End.  
 Y. M. C. A.—817 St. Charles.  
 Young Men's Gymnastic Club—224 North Rampart.  
 Y. M. G. C. Rowing Club—West End.

## PUBLIC BUILDINGS.

Algiers Ferry—Head of Canal.  
 Annunciation Episcopal Church—Camp and Race.  
 Brewers' Exchange—712 Hennen Building.  
 Carrollton Evangelical Church—Dante, near Elm.  
 Charity Hospital—Tulane near Howard.  
 Christ Church, Episcopal—St. Charles and Sixth.  
 City Hall—St. Charles, facing Lafayette Square.  
 Coliseum Baptist Church—Camp and Terpsichore.  
 Confederate Memorial Library—Camp and Howard.  
 Contractors' and Dealers' Exchange—Perdido and Carroll.  
 First Baptist Church—2819 Magazine.  
 First Christian Church—Coliseum and Melpomene.  
 First Christian Church, Scientist—816 St. Charles.  
 First Presbyterian Church—Lafayette Square.  
 First Unitarian Church—Peters Avenue and South Rampart.  
 German Evangelical Church—Jackson and Chippewa.  
 Grace Baptist Church—5737 Dauphine.  
 Holy Trinity Church, Greek—Hospital and Barracks.  
 Hotel Dieu—Tulane and Johnson.  
 Howard Memorial Library—Camp and Howard.  
 H. Sophie Newcomb College—Washington and Coliseum.  
 Jesuit Catholic Church—Baronne, near Canal.  
 Jewish Temple Sinai—Carondelet, near Howard.  
 Knights of Pythias Hall—826 Perdido.  
 Louisiana Bar Association Library—Chartres, corner St. Ann.  
 Louisiana Sugar and Rice Exchange—Bienville and Clay.  
 Lafayette Presbyterian Church—Magazine, near Jackson.  
 Masonic Temple—St. Charles, near Perdido.  
 Merchants and Manufacturers' Committee; Progressive Union—528 Camp.  
 N. O. Board of Trade—Arcade Alley.  
 N. O. Cotton Exchange—Gravier and Carondelet.  
 N. O. Live Stock Exchange—Stock Yards.  
 N. O. Medical Library—1551 Canal.  
 N. O. Progressive Union—Camp and Lafayette Square.  
 N. O. Public Library—Lee Circle, St. Charles and Howard Avenue.  
 N. O. Sanitarium—731 Carondelet.  
 N. O. Stock Exchange—Gravier, near Carondelet.

Odd Fellows' Hall—Camp and Lafayette Square.  
 Real Estate Auction Exchange—225-229 Baronne.  
 Retail Trade Extension Committee, Progressive Union—528 Camp.  
 Scottish Rite Cathedral—619 Carondelet.  
 Soldiers' Home—Bayou St. John, near Esplanade.  
 St. Charles Avenue Methodist Church—1802 Tulane.  
 St. Louis Cathedral—Chartres, opposite Jackson Square.  
 St. Patrick's Church—Camp, near Julia.  
 St. Paul's Episcopal Church—Camp and Gaiennie.  
 St. Paul's Lutheran Church—Burgundy and Port.  
 Third Presbyterian Church—Opposite Washington Square.  
 Tulane University—St. Charles, opposite Audubon Park.  
 Tilton Memorial Library—Tulane University.  
 Touro Infirmary—Coliseum and Foucher.  
 Touro Synagogue, Jewish—836 Carondelet.  
 Trinity Episcopal Church—Jackson and Coliseum.  
 U. S. Customhouse—Canal and Decatur.  
 U. S. Marine Hospital—Tchoupitoulas and Henry Clay.  
 U. S. Mint—Esplanade and Levee.  
 U. S. Naval Station—Algiers.  
 U. S. Post Office—Canal and Decatur.  
 Ursuline Convent—Jordan and Dauphine.  
 Zion Lutheran Church—St. Charles and St. Andrew.



### THE PROGRESSIVE UNION.

The Progressive Union, the compiler and publisher of this volume, is a civic organization numbering some 2,000 business and professional men as its members, and is one of the largest bodies of its kind in the South. It is the exponent and expression of municipal, State and Southern progress, taking part in contemporary national affairs and is the great exploitation and publicity bureau of New Orleans, Louisiana, the Gulf Coast and Lower Mississippi Valley. The Progressive Union invites investigation of the resources and possibilities of this city, State and section, particularly from those living in other sections of the United States, and solicits correspondence. The South is progressing with tremendous strides, and her wealth is as yet untouched.

To the capitalist, the investor, the manufacturer, the farmer, New Orleans says, "Come South." Address all communications to

**NEW ORLEANS PROGRESSIVE UNION,**

**528 Camp Street.**



# **NEW ORLEANS**

**IS A HEALTH SPOT, A RESORT, A  
COSMOPOLITAN CITY OF DELIGHTS  
AND BUSINESS AGGRESSIVENESS.**

***See For Yourself.***





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